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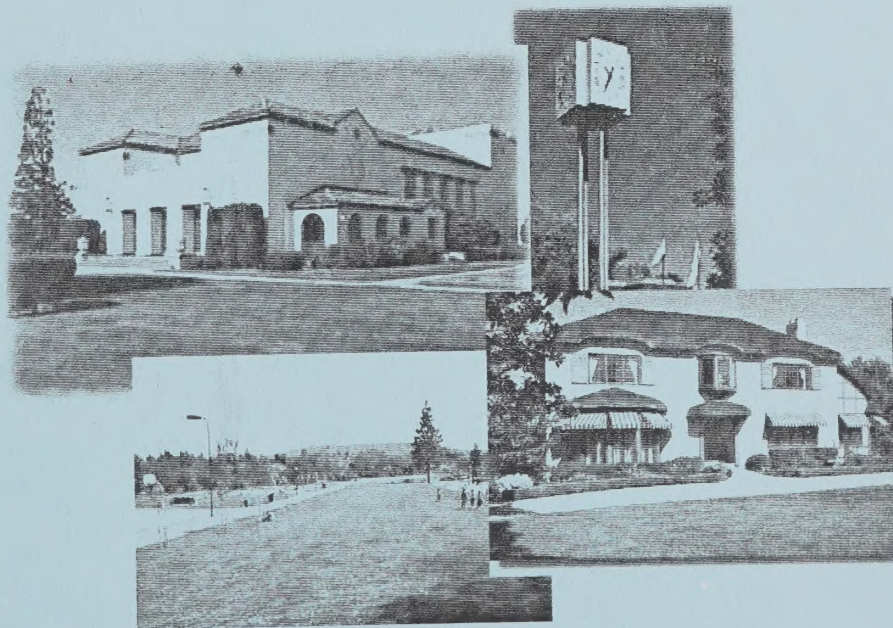
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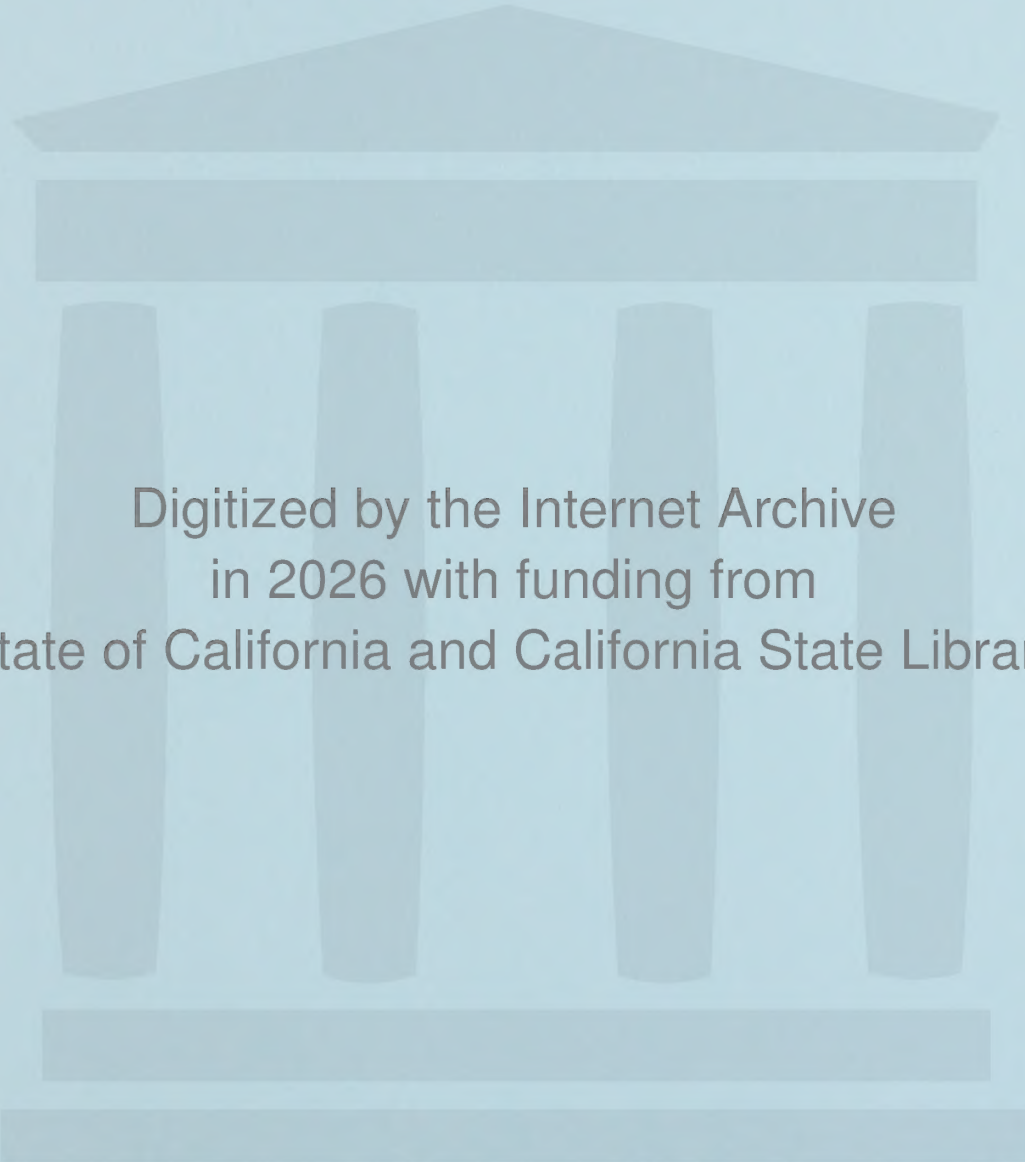


The City of Campbell

General Plan



Adopted November 6, 2001



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The City of Campbell

General Plan

Adopted November 6, 2001

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Introduction and Overview

REGIONAL LOCATION

Nestled in the midst of Silicon Valley, Campbell has retained the charm of yesteryear while embracing the future. Unique historic buildings rest comfortably alongside efficient high-tech structures, successfully blending tradition with progress. Residents enjoy beautiful natural surroundings, well maintained parks and trails and proximity to work environments – all within the atmosphere of a small, friendly town.

For those who choose to live or work in Campbell, the advantages abound. Chief among them is its central location. With easy access to most of the valley's major freeways, this charming city offers the best of all worlds to its residential and business communities.

As shown in Figure I-1, the City of Campbell is located approximately 50 miles south of San Francisco in Santa Clara County, one of the nine Counties that make up the region known as the San Francisco Bay Area. The City occupies over six square miles of relatively flat land that slopes

gently toward the south end of the San Francisco Bay. Campbell is bounded on the north, east and west by the City of San Jose and on the south by the Town of Los Gatos. A small portion of Campbell's southwestern boundary is adjacent to the City of Saratoga. The residents of Campbell have views of the Sierra Azules to the east and Santa Cruz Mountains to the southwest.

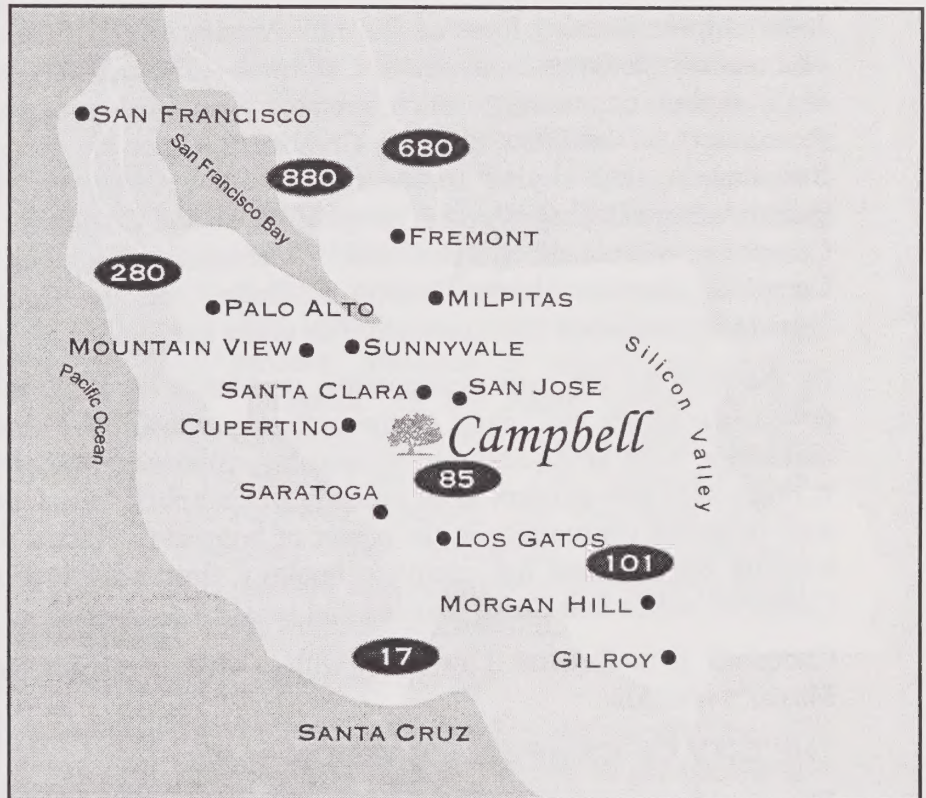


Figure I-1: Regional Location Map

CAMPBELL: A CAPSULE HISTORY

The City of Campbell takes its name from Benjamin Campbell, an early landowner, rancher and farmer of the area. From 1885 to 1888, Benjamin Campbell served as the first Postmaster from his home, which was located on Campbell Avenue between what is today First and Second Streets. On his land was the "flag stop" on the railroad from Santa Clara to Santa Cruz. In 1886, several buildings were constructed on the Campbell property including a train depot known as "Campbell Station" and a town hall for social gatherings. In 1888, the first residential lot in the first subdivision of Campbell's

property was sold. Campbell had a fire department and newspaper by 1895, grammar school by 1888, and a high school by 1900.

Campbell's ideal location in the Santa Clara Valley, dubbed the "Valley of Heart's Delight" because of its rich agricultural soils, made it a home to many of the world's largest fruit drying grounds and some of the finest canneries. Campbell became known as the "Orchard City" in the very beginning of its history as most of the land within the area was devoted to agricultural use, primarily orchards. In 1887, the first use of the land for industrial purposes was the development of one of the largest drying grounds in the world. The drying grounds had been built adjacent to the tracks south of the depot. The dried crops included prunes, apricots, plums and apples.

John Colpitts Ainsley founded the J.C. Ainsley Packing Company in Campbell, which was one of the finest canneries in California. The packing company was a vital part of the Campbell community, which operated from 1893 until 1933 when Mr. Ainsley sold the cannery to the Drew Canning Company. Other big company names in Campbell's fruit canning and drying business include the George A. Fleming Company, Frank Buxton's Fruit Drying Works, George E. Hyde and Company, The Orchard City Canning Company, Campbell Horticultural Association, Campbell Fruit Growers' Union, Campbell Farmers Union Packing Company and the California Prune and Apricot Growers Association that marketed fruit under the famous brand name of Sunsweet.¹

By the time the city was incorporated, on March 28, 1952, there was a well-established downtown center and many of the orchards, which gave Campbell its "Orchard City" nickname, were being replaced by housing, commerce and industry. Today, agriculture is practically non-existent as an industry in Campbell. Campbell prides itself for being a well-balanced community in the center of booming "Silicon Valley." It has a variety of housing options and has many technology firms and professional offices, providing Campbell with a balance of housing and jobs.

Campbell is a General Law City with a five-member Council including a rotating Mayor's position.

THE CITY OF CAMPBELL'S VISION

The development of the City of Campbell's Community Vision Statement was an important outcome from the City's Strategic Planning process and the Community Satisfaction Survey. A *vision* articulates a destination toward which the City should aim and a future that, in important ways, is more desirable than the present. The Vision Statement has been paramount in the development of Campbell's General Plan Goals, Objectives and Strategies.

¹ Jeanette Watson, Campbell the Orchard City, 1989.

Strategic Planning

The Campbell Vision

Campbell will remain a friendly community and develop a stronger sense of identity, characterized by the active involvement of its citizens and businesses in all aspects of community life.

It will be a safer, more well-balanced small town with connected neighborhoods set in an attractive and comfortable environment. Campbell City government will be increasingly fiscally self-reliant, provide more effective basic municipal services and foster regional cooperation and local partnerships.

In 1993 and 1994, the City of Campbell went through a coordinated planning process that examined the state of the community in terms of seven strategic planning elements: Land Use, Financial Health, Transportation, Public Safety, Community Services/Recreation, Open Space/Cultural/Historical and Environmental Programs (The Community Participation Element was added in 1999). The City identified a community vision and established long-term strategic goals and objectives. Throughout the process, members of the City's advisory commissions and boards participated with other community members to provide input at every stage of strategic planning efforts. The results of the strategic planning process provided a clearly articulated "blueprint" of the future desired by the Campbell community and a guide for the General Plan update. The Strategic Plan is reviewed annually. The long-term vision, goals and objectives have remained relevant and meaningful and have required only minor modification.

Community Survey

In 1997, a community satisfaction survey was conducted as a means to give decision makers an indication of residents' thoughts, issues and concerns regarding the City of Campbell. Researchers found that 90% of respondents were satisfied with the job the City of Campbell was doing to provide City services. Police, fire and emergency medical services were ranked highest in importance among the selection of City

services included in the survey. Almost two-thirds of respondents noted "small community," "good location," or "quiet" when identifying the best thing about living in Campbell. "Traffic" was the most frequent response to the question regarding the worst thing about living in Campbell, being cited by 18% of respondents. Notably, 26% of respondents did not find a "worst thing" about living in Campbell.

A second Community Satisfaction Survey was conducted in the Fall of 1999. The results of the survey did not vary significantly from the earlier one.

GENERAL PLAN PURPOSE

The purpose of a city's General Plan is to guide decisions regarding physical growth and development, provision of public services and facilities, and conservation and enhancement of natural resources. Therefore, Campbell's General Plan:

- Outlines a vision of long-range physical and economic development and resource conservation that reflects the aspirations of the community;
- Provides strategies that will allow this vision to be accomplished;
- Establishes a foundation upon which the City Council and Commissions can base policy decisions and a basis for judging whether specific development proposals and public projects are in harmony with community desires;
- Allows City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve and enhance critical environmental resources, and minimize hazards;
- Provides the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Zoning Ordinance, specific plans, and the Capital Improvement Program; and
- Addresses the issue of land availability to meet the City's economic development objectives, the need for housing in the community, and State law requirements for Campbell to accept its "fair share" of the regional housing needs.

Campbell General Plan: Visionary and Realistic

The General Plan sets a vision for the city, but it is not merely a compendium of ideas and wish lists. Broad objectives such as "quality of life" and "community character" are meaningful only when translated into tangible, feasible actions. Thus, while each element of the General Plan articulates long-term goals, it also includes action-oriented policies that outline concrete and achievable steps to attain these goals. The General Plan is comprehensive and long-range in scope. It will be used on an on-going basis, because many City regulations, requirements, and actions are required by State law to be consistent with the General Plan. Since the Plan is general, there will be circumstances and instances when detailed studies are necessary before policies can be implemented.

NEED FOR GENERAL PLAN UPDATE

General plans typically look out 20 years in the future and are revised every five to ten years. Most of the City's General Plan Elements were adopted ten years ago or more. Campbell's first General Plan was adopted in 1960 and revised in 1968. Revised Land Use and Circulation Elements were adopted in 1983 and were amended in 1990, 1991 and 1993. Conservation and Scenic Highways Elements were adopted in 1972. In 1975, the Seismic, Safety and Noise Elements were adopted. The Air Quality Element was adopted in 1987, the Open Space Element was adopted in 1990 and the latest Housing Element was adopted in 1992. Although the community vision and goals for Campbell haven't changed significantly since the adoption of the first General Plan, some fine-tuning must be made to reflect current population, community conditions and State requirements.

AMENDMENTS TO THE GENERAL PLAN

As the City's guide for development, the General Plan is the heart of the planning process. It is intended to be a living document and, as such, will be subject to more site-specific and comprehensive amendments over time. Amendments also may be needed from time to time to conform to State or Federal law passed after adoption, and to eliminate or modify policies that may become obsolete or unrealistic due to changed conditions (such as completion of a task or project, development of a site, or adoption of an ordinance or plan). State law limits the number of times a jurisdiction can amend its general plan. Generally, no jurisdiction can amend any mandatory element of its general plan more than four times in one year, although each amendment may include more than one change to the general plan. This restriction, however, does not apply to amendments to:

- Optional elements
- Allow development of affordable housing; or
- Comply with a court decision

Periodic Review

The City will undertake a periodic review of the General Plan, to determine how well the General Plan has performed, that is, whether policies related to development and conservation have been effective. This review will include:

- Analysis of the effectiveness of implementation strategies initiated to carry out the General Plan; and
- Review of growth trends since General Plan adoption

As part of the review, a target date for a comprehensive update of the General Plan will be established. A report summarizing City staff's findings and recommendations will be circulated for public comment and then presented to the Planning Commission. The Planning Commission will review the report and make a recommendation to the City Council. The Planning commission and the City Council also will hear comments on the report at duly noticed public hearings.

GENERAL PLAN REQUIREMENTS

State law requires each California City and county to prepare a general plan. A general plan is defined as a "comprehensive, long-term general plan for the physical development of the county or city, and any land outside its boundaries, which in the planning agency's judgment, bears relation to its planning." State requirements call for general plans that "comprise an integrated, internally consistent and compatible statement of policies for the adopting agency."

While they allow considerable flexibility, State planning laws do establish some requirements for the issues that general plans must address. The California Government code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans.

- The general plan must be comprehensive. This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas

that the City determines are relevant to its planning. Second, the general plan must address the full range of issues that affects the city's physical development.

- The general plan must be internally consistent. This requirement means that the general plan must fully integrate its separate parts and relate them to each other without conflict. "Horizontal" consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies. All adopted portions of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, so the general plan must resolve conflicts among the provisions of each element.
- The general plan must be long-range. Because anticipated development will affect the city and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective.

Correspondence to Required Elements

The General Plan includes the seven elements required by State law – Land Use, Circulation, Open Space, Conservation, Safety, Noise, and Housing. The required Land Use and Circulation Elements have been combined into the Land Use and Transportation Element and the Noise Element has been integrated into the Conservation and Natural Resources Element. Table I-1 shows how the Campbell General Plan elements correspond to State required elements.

Table I-1: Correspondence Between Required Elements and Campbell General Plan Elements

<i>Required Element</i>	<i>Campbell General Plan Element</i>
Land Use	Land Use and Transportation
Circulation	Land Use and Transportation
Open Space	Open Space, Parks and Public Facilities
Conservation	Conservation and Natural Resources
Safety	Health and Safety
Noise	Conservation and Natural Resources
Housing	Housing

DOCUMENTS THAT IMPLEMENT THE GENERAL PLAN

There are many documents that support and implement the goals and policies of the General Plan. Ordinances and documents the City must update or prepare upon adoption of the General Plan include:

Zoning Code

Land uses indicated on the General Plan Land Use Map are implemented by regulations found in the Zoning chapter of the Municipal Code (Title 21). To clarify the relationship between these two documents, the term *General Plan* is used for the policy document that is basically conceptual, providing the broad framework for land uses within the City. The term *Zoning Code* refers to organized and codified legal regulations that are very specific and detailed. Zoning provides a legal mechanism for local government regulation of the land uses described in the General Plan Land Use Map.

In addition to providing specific regulations related to minimum lot size, building heights, setbacks, lot coverage, etc., for each zoning district, the Zoning Code also lists the uses that would be acceptable or could be considered in each district, as well as those that would be considered unacceptable. For some uses, further regulations are established. For example, floor area ratios (FARs) have been established in the C-3 Zone and residential zones in the San Tomas Area to respond to specific concerns about land use intensity in these districts. Zoning regulations designate the process to be used when a permit must be applied for in order to consider approval of a particular land use in a district. A table illustrating the relationship of the Campbell General Plan land use categories with zoning categories is located in Appendix B.

Special Area and Redevelopment Plans

The City approved several major land use plans, which include the North of Campbell Avenue (NOCA) Plan, The South of Campbell Avenue (SOCA) Plan, the Downtown Neighborhoods Plan and the San Tomas Area Neighborhood Plan (STANP). The City has established a redevelopment project area for the downtown area with an extended area to the southeast. In redevelopment areas, the property tax increment from new development is reinvested into the redevelopment area, whether through public improvements, economic development strategies, or other measures. All of these plans oversee the redevelopment, or more extensive development, of their respective planning areas. These plans act as powerful tools for implementing the goals and policies of the General Plan through the regulation of density, height and other design standards. Each of the plans listed above can be found in Appendix A.

Subdivision Code

A subdivision is any division of land for the purpose of sale, lease or finance. The State of California Subdivision Map Act (Government Code § 66410) regulates subdivisions throughout the state. The goals of the Subdivision Map Act are as follows:

- To encourage orderly community development by providing for the regulation and control of the design and improvement of a subdivision with proper consideration of its relationship to adjoining areas.

- To ensure that areas within the subdivision that are dedicated for public purposes will be properly improved by the subdivider so that they will not become an undue burden on the community.
- To protect the public and individual transferees from fraud and exploitation.

The Map Act allows cities some flexibility in the processing of subdivisions. Campbell controls this process through the subdivision regulations in the Municipal Code (Title 20). These regulations ensure that minimum requirements are adopted for the protection of the public health, safety and welfare; and that the subdivision includes adequate community improvements, municipal services and other public facilities. Campbell's subdivision provisions support the Subdivision Map Act and, in so doing, also support implementation of the City's General Plan.

Capital Budget and Capital Improvement Plan

Within Campbell, the General Plan serves as the foundation of the entire City's planning and budgetary actions and it forms the basis of the Capital Budget. The City's Capital Improvement Plan (CIP) is both a short and long-range plan for acquisition, improvement and/or renovation of City assets. The first year of the CIP is adopted with the Operating Budget and appropriations are approved only for the first year. The remaining six years of the seven-year CIP function as a project planning and budgeting tool. The CIP is not a static document and while the "out years" are important for planning purposes, the CIP is reviewed and updated each year. City goals and priorities evolve, or are fine tuned, and financing assumptions change over time. These changes result in modifications to the City's CIP, such as adjustments to the timing of particular projects or removal from the CIP, if a funding source cannot reasonably be identified or if City priorities have changed.

Conditional Approval for Development

The City's development requirements for some developments are approved subject to "conditions of approval." Such conditions apply to projects whether or not they require environmental review per the California Environmental Quality Act. Typical conditions of approval for a development application may include the installation of street improvements and trees. The requirements must be in direct proportion to the type and amount of development.

Streetscape Standards

Campbell's community image is created in large part by the major image streets that pass through the city. The streets, including Hamilton Avenue, Bascom Avenue, Winchester Boulevard, and the commercial portion of West Campbell Avenue near the San Tomas Expressway interchange, are wide commercial avenues with varying streetscape treatments and building setbacks. These streets give Campbell much of its character, and some of its strongest elements of community form, and delineate many of its districts. The Streetscape Standards were developed in 1993 to ensure consistency in the streetscape treatment on these major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks, trees and landscaping.

Design Guidelines

The City of Campbell has Design Guidelines for Single Family Homes, for Low-Medium Density Residential Projects and for new development in the San Tomas Area. The City developed these documents to improve the overall image and aesthetic quality of Campbell. Used in conjunction with the Zoning Code, the Design Guidelines help guide and inform the public about the desired site and building design in Campbell. Drawn from the goals and policies of the General Plan, the Design Guidelines serve as effective tools to direct site and building design issues.

Regional Transportation Plans

The Santa Clara Valley Transportation Authority (VTA) is the designated Congestion Management Agency (CMA) in Santa Clara County. The VTA produces two planning documents that affect the implementation of Campbell's General Plan. The Congestion Management Program (CMP) is a biennial document that sets performance standards for regional roadway, transit and other transportation modes. The CMP also contains requirements for promoting alternative transportation uses consistent with air pollution control measures. In addition to the CMP, the VTA has a long-term planning document, which is updated about every three to four years: the VTP2020 Plan is the VTA's most recent version of this planning document. The CMP and VTP2020 Plans serve as tools for maintaining service levels and initiating capital improvements for major roadways and transit, supporting the City's General Plan goals.

Countywide Deficiency Plan

Local agencies are not able to affect large-scale improvements on freeways, expressways and state roadways that are not owned or controlled by them. This situation led to State legislation that Congestion Management Agencies prepare Countywide Deficiency Plans for such regionally controlled facilities. Part of the legislation defines deficiency planning and includes the identification of ways to address local impacts on regional transportation systems. Deficiency planning will allow development to continue to occur while addressing, on a larger scale, regional impacts. The VTA, acting as the Congestion Management Agency, has identified needed capital improvements and the funding for these improvements over time.

Environmental Documents

New and existing developments and uses are subject to Federal, State and local standards and requirements for protecting the environment. Requirements and standards for clean air, clean water, noise and solid waste are outlined in the Conservation and Natural Resources Element of the City of Campbell's General Plan. Sites or uses that have the potential for more serious and immediate environmental impacts, such as hazardous materials spills, are required by law under the "Tanner Act" to comply with emergency planning programs and requirements. These requirements are outlined in the Health and Safety Element of the City of Campbell General Plan.

CEQA is the acronym for the California Environmental Quality Act. It encourages the protection of all aspects of the physical environment. The CEQA review process analyzes proposed developments for their potential impacts on the physical environment. CEQA requires identification of mitigation measures to reduce or eliminate negative

impacts. For example, some traffic mitigation measures may require the construction of new streets or turn-lane improvements, while other measures may mandate bicycle facilities or trip reduction programs. The most common traffic mitigation measures require improvements to roadways and intersections to reduce congestion and traffic delays.

GENERAL PLAN PREPARATION PROCESS

Task Force

In 1998 the City Council authorized an update of the Campbell General Plan and appointed an 11-member task force to help develop the revisions. The Task Force was comprised of two City Council members and two members from each of the City's boards and commissions, as well as active members of the community at large. Many members of the Task Force have been active community members for many years, and provided insight to Campbell's issues and history. The Task Force met approximately once a month for a two-year period to discuss a wide variety of issues.



The Task Force provided direction to staff in the idea formation and production of the General Plan.

In addition to the Task Force, Campbell's General Plan was developed through a cooperative effort among citizens, the City Council, the Planning Commission, the Parks and Recreation Commission, the Historic Preservation Board, the Civic Improvement Commission and the Bicycle Advisory Committee.

GENERAL PLAN ORGANIZATION

Chapter Organization

The City of Campbell General Plan is organized into the following chapters:

1. **Introduction and Overview.** This includes General Plan vision and themes, State requirements, and requirements for General Plan monitoring, review and amendments.

2. **Land Use and Transportation.** This Element provides the physical framework for development and circulation in the City. It establishes policies related to the location and intensity of new development, citywide land use policies, future street and bikeway improvements, and addresses alternative transportation modes and parking.
3. **Open Space, Parks, and Public Facilities.** This Element outlines policies and standards relating to regional and local open space, parks and recreational facilities, and public facilities, including schools, water and wastewater.
4. **Health and Safety.** This Element addresses the risks posed by seismic and geologic hazards, flooding, as well as other topics, including hazardous materials, and emergency management.
5. **Conservation and Natural Resources.** This Element outlines policies relating to water quality, air quality, noise and historic and archaeological resources.
6. **Housing.** This Element focuses on housing availability and affordability according to State requirements.

General Plan Themes

Several themes for the General Plan were identified and considered by the General Plan Task Force, based on a recent community satisfaction survey and the strategic planning process. These themes form the basis of goals and policies throughout each chapter of the document.

- A safe, clean, comfortable and healthy environment
- A physically connected and involved community with a strong sense of identity
- Attractive residential neighborhoods and business districts
- Friendly, small-town atmosphere
- Fiscally self-reliant City government with effective basic municipal services

General Plan Structure

Each element of the General Plan is introduced by brief background information that establishes the policy context. This background material is neither a comprehensive statement of existing conditions nor does it contain any adopted policy, except where specifically stated otherwise. This background information is followed by goals and policies:

- *Goals.* Goals are general statements of values or aspirations held by the community. Because goal statements are general in nature they tend to have broad community support, and are not typically controversial.
- *Policies.* Policies are more precise expressions regarding how a particular goal will be interpreted or implemented.

- *Strategies:* Strategies are an action, activity or program carried out in response to an adopted policy to achieve a specific goal.

Policy Numbering System

Policies in the General Plan are organized using a two-part numbering system that is intended to give each goal and policy a distinct, easily referenced number. The first part refers to the element, and the second refers to the specific goal or policy. The first part is represented by the abbreviated initials of the element (such as LUT for Land Use and Transportation). For the second part, goals are represented by a number and policies by a secondary number. Thus, the first goal in the Health and Safety Element is HS-1, the first policy is HS-1.1, and the first strategy is HS-1.1a.

Land Use and Transportation

INTRODUCTION

Campbell has an ideal layout, with a traditional Downtown in the heart of the city, a natural creekside trail for pedestrians and bicycles, a beautiful collection of parks, a community center on a historic campus, a mix of housing types and a variety of shopping facilities that are accessible to neighborhoods and employment centers. Campbell enjoys a nearly perfect balance between the number of jobs and workers within its borders. Campbell's attractive living environment is enhanced by its central location in the Bay Area, extensive regional transportation network and a railroad line that is identified for future Light Rail. Regional mobility is important because Campbell's location affords residents, visitors and employers convenient access to all parts of the Silicon Valley and the San Francisco and Monterey Bay Areas. Several freeways serve Campbell for regional mobility including: Highway 17 (which is the southern extension of Interstate 880), Highway 85 to the south and Interstate 280 to the north. These highways provide excellent north-south and east-west regional automobile access. Campbell has only a few arterials throughout the City to handle peak hour traffic. Difficulties arise as some commuters use residential streets during peak commuter periods in efforts to bypass freeway or arterial traffic.

The Land Use and Transportation Element outlines the community's aspirations and vision for maintaining the ideal layout of the physical environment, while integrating new development sensibly into the existing fabric of the community. The function and physical appearance of streets and buildings within Campbell shapes the image of the city and reflects its community pride. The Land Use and Transportation Element identifies goals, policies and strategies that define preferred land uses and development standards that will enhance the function and physical appearance of the community, accentuate Campbell's traditional small town environment and provide greater connections within and between Campbell's neighborhoods and community facilities. The goals and policies encourage well-landscaped, attractive and functional development, a range of transportation and traffic measures to provide connections that tie the community together, an increase of options for a variety of transportation types, and the reduction of traffic and land use conflicts. The goals and policies work to ensure that through traffic remains on the streets designed to serve them and that access requirements of commercial and industrial development does not infringe upon residential neighborhoods. The Plan encourages integration of traffic calming techniques in areas not intended for faster, through traffic. At the same time, the General Plan seeks to enhance mobility by working with neighboring cities and the County to implement and operate facilities of regional significance, such as arterials and expressways. The Element identifies goals and policies that will enhance Campbell as a quality place to live, work and play.

The Land Use and Transportation goals and policies harmonize with the community vision and community goals, which are to encourage a safe, clean, comfortable and healthy environment; a physically connected and involved community with a strong sense of identity; attractive residential neighborhoods and business districts; a friendly, small-town atmosphere; and a fiscally self-reliant City government with effective basic municipal services.

The Land Use and Transportation Element lays out a vision of the distribution, location, and intensity of all land uses and roadways in the city – not just what they are now, but what they will be in the future. This Element satisfies the State requirement for both the Land Use and Circulation Elements. The Land Use and Transportation Element will focus on:

- Population characteristics
- Land Use (Land Use Diagram, Land Use Categories)
- Transportation (Roadways, street design standards, roadway maintenance, The Neighborhood Traffic Management Program, Street Lighting, Parking, Traffic Volumes, Bicycle Facilities, Pedestrian Transportation and Transit)
- Community Design (Neighborhoods, Gateways/Boundaries, Streets and Public Improvements, Historic and Cultural Resources, Land Use Compatibility, Amenities, Open Space and Community Linkages, Access to Development, and Building and Site Design)
- Area Plans (Pruneyard/Creekside Commercial District, North of Campbell Avenue, South of Campbell Avenue, San Tomas Area Neighborhood, Campbell Redevelopment Area, Downtown, Downtown Neighborhoods)
- Goals and Policies (Regional, City-Wide and Neighborhoods)

POPULATION

Campbell's population has grown steadily over the past three decades. When Campbell incorporated in 1952, the population was approximately 7,800 persons. By 1970, the City's population doubled. During the early 1980s, the City annexed land in the San Tomas neighborhood, and by the 1990 U.S. Census, the population count for the City of Campbell was 36,048 persons. The 2000 U.S. Census population count is 38,138 persons.

The proposed General Plan at buildout would accommodate a population level of approximately 41,825 persons, or 9.7 percent over 2000 levels, as shown in Table LUT-1: Historic and Projected Population. This population increase would be generated from the potential increase of 1,600 housing units, concentrated mainly on mixed-use redevelopment sites along light rail transit corridors and infill development.

**Table LUT-1:
Historic and Projected Population**

	1980	1990	2000	2020 ¹
Population	26,910	36,048	38,138	41,946
Percent Increase		34%	5.8%	10 %

1. Assuming the development of 1,600 housing units at 2.38 persons per household by 2020. The population could vary depending on the actual number of persons per household.

Source: U.S. Census, California Department of Finance.

Non-residential building space in Campbell will increase nine percent from an estimated 10.2 million square feet to nearly 11.2 million square feet, as shown in Table LUT-2: General Plan Buildout Projections for Non-Residential Floor Space. This results from application of average assumed densities and floor area ratios (shown in Appendix B) to vacant sites and areas with potential redevelopment/intensification opportunities.

Table LUT-2:
General Plan Buildout Projections for Non-Residential Floor Space

<i>Land Use</i>	<i>Existing (sq. ft.)</i>	<i>Projected Net New Building Area at General Plan Buildout (sq. ft.)</i>	<i>Total (sq. ft.)</i>
Auto-related	413,011	(115,223)	297,788
Retail/Restaurant/Hotel	2,813,528	167,392	2,980,920
Industrial	2,529,444	(64,888)	2,464,556
Prof. Office	3,002,303	986,924	3,989,227
Parking Structures	419,500	-	419,500
Quasi-Public	1,058,072	(34,116)	1,023,956
Total	10,235,857	940,089	11,175,946

The time at which full development (“buildout”) will occur is not specified in or anticipated by the Plan; Therefore, the levels of “buildout population” may be reached in a 15-25 year period. Designation of a site for a certain use does not necessarily mean that the site will be built/redeveloped with the designated use over the next 20 years, the horizon of the Plan.

LAND USE

Campbell is a predominantly built-out community. Many believe there is little room for growth or change in the physical environment, due to the scarcity of vacant land. However, land use is dynamic and change is constant from within and without. Guiding change in an effort to maintain the quality of life in Campbell is a challenge. In making land use decisions, the City’s decision makers must consider which land uses will best serve the public interest, while allowing property owners reasonable property use. Maintaining this balance has always been a primary function of land use planning.

Land for the development of homes has become scarce within the City. As a result of increasing demand for homes in the City and the Santa Clara Valley as a whole, the City is feeling the pressure to develop the maximum number of units on each site. The character of some neighborhoods has been affected by this intensification trend, and as a result, the land use category of some neighborhoods has been changed to a lower density to reflect the existing housing types. Conversely, some neighborhoods have been identified as areas where density can increase due to factors such as proximity to light-rail. In those areas the land use category on the General Plan Diagram has intensified.

As the City has limited resources in terms of vacant land, there are no plans to locate solid and liquid waste disposal, including hazardous waste facilities, within the City of Campbell boundaries. The City participates with Santa Clara County and the cities within Santa Clara County to site solid and hazardous waste facilities in appropriate locations where they will not pose nuisance and health threats to the population, and where the potential for groundwater contamination and air pollution is minimized. See the Health and Safety Element and the Conservation and Natural Resources Element for more information.

Some land within the City of Campbell is located in special flood hazard areas. The land adjacent to the Los Gatos Creek, San Tomas Aquinas Creek and Smith Creek may be designated as “Areas of 100-year flood” by the Federal Emergency Management Agency. In areas with flood potential, the City ensures that new construction meets State and local standards for

construction as mandated by the Uniform Building Code. For more information on Flooding, see the Health and Safety Element.

The Land Use Diagram

Campbell's General Plan Land Use and Transportation Diagram is a graphic representation of the policies set forth in the Land Use and Transportation Element. The Diagram has the following major land use categories:

- Residential
- Industrial
- Commercial/Office
- Public/Government Facilities
- Mixed-use and Special Planning Areas

Each of these categories is divided into subcategories, base on density and land use type. The various land use categories are applied to geographic land areas within the community, to indicate which land uses the City believes will be the most appropriate at that location.

Figure LUT-1a: Total Existing Building Floor Area by Land Use

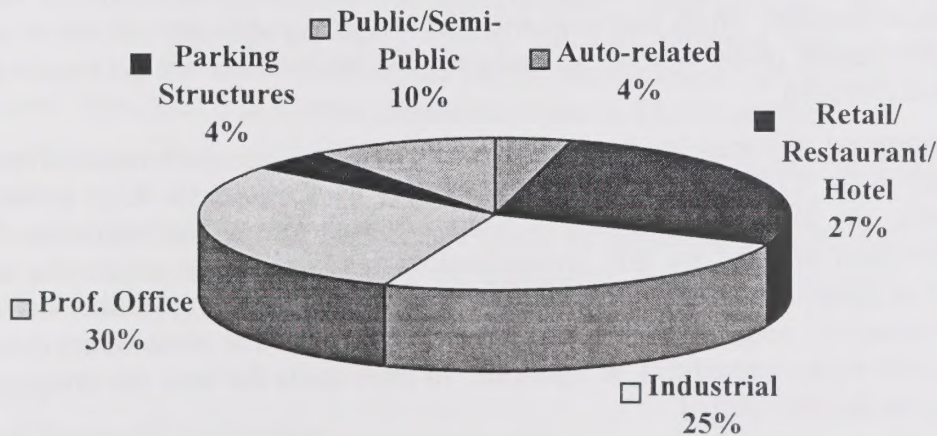
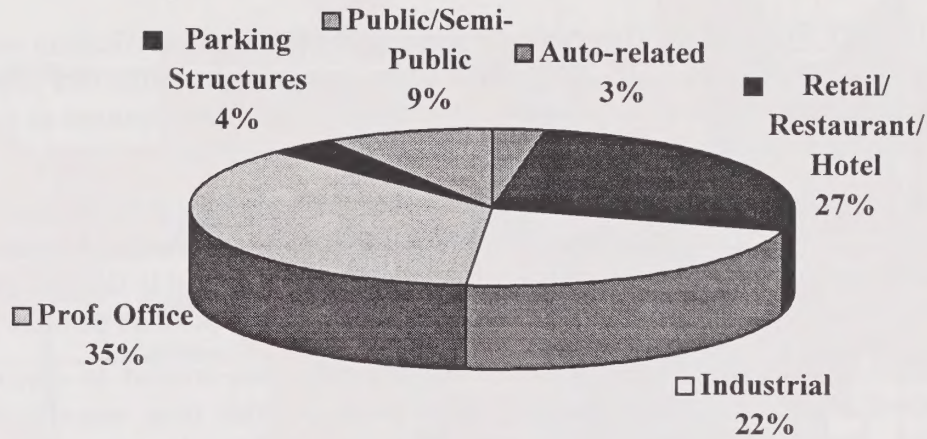


Figure LUT-1b: Total Projected Building Floor Area by Land Use at Full Buildout of the General Plan



Land Use Categories

Residential Development

The quality and livability of existing residential neighborhoods are often intangible elements, but they are important to community life. The General Plan focuses on enhancing neighborhood character, attracting quality development and providing opportunities for neighborhood interaction. The compatibility of residential development is determined by such factors as housing density, lot size, lot configuration, building scale and type, and building design. It is a goal of the City to maintain a variety of residential land use options. The various residential designations are as follows:

Low-Density Residential (Less than 3.5 units per gross acre): Development at this density is most often in the form of single-family detached homes on large lots (typically 10,000 square-foot lots or larger). The allowable density of less than 3.5 units per acre results in a population of approximately one to nine persons per acre.

Low-Density Residential (Less than 4.5 units per gross acre): This designation also provides for detached single-family homes on larger lots (typically 8,000 to 9,000 square-foot lots). The allowable density of less than 4.5 units per acre results in a population of approximately one to 11 persons per acre.

Low-Density Residential (Less than six units per gross acre): This designation provides for detached single-family homes (on lots that are typically 6,000 square feet). The allowable density of less than 6 units per acre results in a population of approximately one to 15 people per acre.

Low-Medium Density Residential: The low-medium density residential category permits a range of 6 to 13 dwelling units per gross acre. Developments at this density consist

Low-Medium Density Residential: The low-medium density residential category permits a range of 6 to 13 dwelling units per gross acre. Developments at this density consist generally of duplexes, small apartment buildings, and small lot single-family detached homes when the PD (Planned Development) Zoning Designation is utilized. The allowable density of 6-13 units per acre results in a population of approximately 15 to 32 persons per acre.

Medium Density Residential: The medium density residential classification on the land use plan permits a range of 14 to 20 units per gross acre, which results in a population of approximately 35 to 49 persons per acre. Historically, new development at this density has been in the form of apartments, condominiums and townhouses.

High Density Residential: The high density residential category permits from 21 to 27 units per gross acre. Developments at this density consist generally of apartments and condominiums, and similar types of residential uses. The allowable density of 21 to 27 units per acre results in a population of approximately 52 to 67 persons per acre.

Mobile Home Park: The Mobile Home Park category was created to discourage the conversion of several functioning mobile home parks to other uses, since mobile home parks have traditionally provided low-to-moderate income housing for Campbell residents. The allowable density is 6 to 13 units per gross acre, which results in a population of approximately 15 to 32 persons per acre.

Commercial Development

Commercial designations have a broad range of uses. Retail and service business, professional offices, banks, restaurants, and similar types of uses are allowed in commercial zones. Floor Area Ratios (FARs) in Commercial designations vary by Special Project Area. Special Project Areas are discussed beginning on page LUT-32.

The visual quality of commercial streets is enhanced when buildings form a street-wall, by extending them along the street. Through good design, commercial building placement and scale can enhance the image of the community. Visual quality is also improved through appropriate and complementary building scale, which means the relationship of new development to existing buildings.

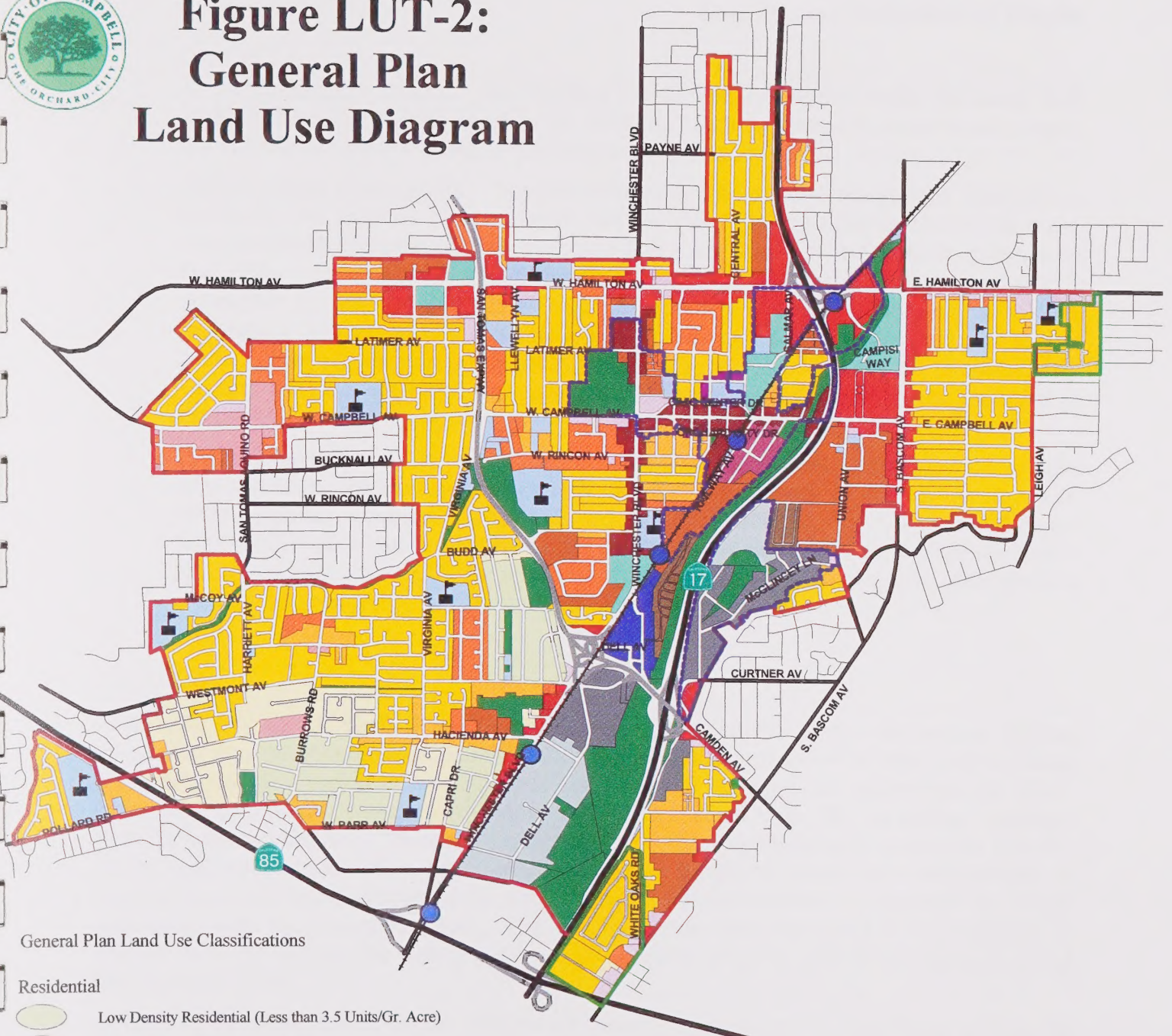
In Campbell there are four commercial designations as follows:

Central Commercial: The Central Commercial designation is used for the heart of Campbell including parts of Campbell and Winchester Avenues in Downtown Campbell. This area is intended to provide shopping, services and entertainment. Building forms in this designation edge the street and should include retail commercial uses on the ground floor with either office or residential uses on the second and third floors. For more information on the Downtown area, refer to the Downtown Area Plan in Appendix A.

General Commercial: This category permits commercial uses that need exposure to high volumes of automobile traffic or access to transit corridors. Most of the land in Campbell that is designated for General Commercial is located along both sides of Bascom and Hamilton Avenues and parts of Winchester Avenue. Commercial development in these areas is highly visible, hence the placement and scale of buildings is especially important



Figure LUT-2: General Plan Land Use Diagram



General Plan Land Use Classifications

Residential

- Low Density Residential (Less than 3.5 Units/Gr. Acre)
- Low Density Residential (Less than 4.5 Units/Gr. Acre)
- Low Density Residential (Less than 6 Units/Gr. Acre)
- Low-Medium Density Residential (6-13 Units/Gr. Acre)
- Medium Density Residential (14-20 Units/Gr. Acre)
- High Density Residential (21-27 Units/Gr. Acre)
- Mobile Home Park

Commercial/ Office/ Industrial

- Neighborhood Commercial
- General Commercial
- Central Commercial
- Professional Office
- Research and Development
- Light Industrial

Mixed Use

- Low-Medium Density Residential/ Office
- Medium to High Density Res./Commercial
- Residential/ Commercial/ Prof. Office
- Commercial and/or Light Industrial

Public

- Institutional
- Open Space
- Private/ Public School
- City Limits
- Sphere of Influence (Not Annexed)
- Redevelopment Area



Railway/ Planned Light Rail Line



Planned Light Rail Stations



Proposed Light Rail Stations



Scale
1" = 3,000 ft.

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to the community image. The building forms should typically frame the street, with parking lots either behind or under the building. Auto related uses, such as auto repair, are not allowed from locating in the General Commercial areas.

Neighborhood Commercial: The Neighborhood Commercial category is designed to encourage the location of commercial uses at major intersections in residential areas. Neighborhood Commercial uses accommodate small-scale, lower intensity commercial and office uses that provide services to the adjacent residential neighborhood and is accessible by automobile and by foot. Neighborhood Commercial areas should be designed to accommodate the auto in a manner that is friendly to pedestrians and bicycle traffic. The architecture of the buildings should be compatible to the neighborhood. Grocery stores, pharmacies, restaurants, laundries and personal services are examples of neighborhood commercial uses.

Professional Office: The Professional Office land use designation permits administrative, professional and research uses that may provide a customer service or be more corporate in nature. Office uses are dispersed throughout the City, since they are permitted in most non-residential zoning districts. Because office uses generally have a less intense impact on adjacent land uses than other commercial uses, they often provide a buffer between residential and commercial or industrial uses.

Mixed-Use

Within the City of Campbell, there are several areas where a mix of uses is encouraged. Adding residential development along some of the City's commercial corridors will create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. This strategy ensures safer, more viable commercial areas with the mixed-use residents providing around the clock "eyes and ears" for greater safety and helping to ensure the viability of the commercial uses. Also, mixed-use development should be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. The maximum floor area ratios (FAR) are contained in specific land use policies for each project area. Residential densities will not be counted against the allowable FAR.

Several of the areas designated for Mixed-Use Development are part of Area Plans such as the North of Campbell Avenue Area Plan (NOCA) and South of Campbell Avenue Area Plan (SOCA). Development Standards will be created for many of the mixed-use designations listed below.

The General Plan contains four categories of mixed land uses:

Low-Medium Density Residential and/or Professional Office: This designation occurs primarily near Downtown, where there is a need for office uses to buffer the single-family homes from commercial impacts. Many parcels designated with the Low-Medium Density Residential and/or Professional Office category have homes that are on the Historic Inventory. These homes may be converted to office use, however the character of the historic homes and the single-family residential neighborhood should be maintained.

Medium to High Density Residential and/or Commercial: This Land Use Designation occurs near Downtown, in the South of Campbell Avenue Area (SOCA). These parcels primarily front Railway Avenue, Dillon Avenue and Gilman Avenue and are located near the planned Downtown Campbell Light Rail Station. The General Plan identifies these parcels for commercial or a mix of uses, promoting commercial on the ground floor and residential above, similar to the uses along Campbell Avenue in Downtown Campbell. The SOCA plan identifies maximum floor area ratios and minimum lot sizes for this area.

Residential / Commercial / Professional Office: There are several areas within the City with this designation including the NOCA area, several parcels on Hamilton Avenue west of San Tomas Expressway and areas along the proposed Light Rail line. The Residential / Commercial / Professional Office Designation is intended to provide a residential component to traditional commercial and/or professional office uses. The intent of this designation is to maintain the commercial and office uses on the ground floor, with residential on the upper floors. Development standards will be created for these areas regarding minimum lot coverage and floor ratio requirements. The Development standards will also ensure quality site design (e.g. encouraging building placement toward the street edge and parking in the rear or underneath).

Commercial and/or Light Industrial: This area is located on Old Camden Avenue, southeast of Winchester Avenue, in the SOCA planning area. The Commercial and/or Light Industrial designation is intended for service commercial type uses. Auto repair facilities and similar uses are encouraged to locate in this area.

Industrial Development

Industrial development in Campbell is located primarily along Dell Avenue, the McGlincey Lane area and Old Camden Avenue. Uses in Campbell's industrial areas include research and development, small start-up companies, warehouses, and auto repair. Buildings vary in size and appearance. Nearly all of Campbell's industrial land is built-out. The City seeks to upgrade the function and appearance of these industrial areas by encouraging high quality development. The City maintains two industrial designations as follows:

Research and Development: This designation accommodates campus-like environments for corporate headquarters, research and development facilities and offices. The Research and Development designation accommodates uses such as incubator-research facilities, testing, packaging, publishing and printing.

Light Industrial: This designation is intended to provide and protect industrial lands for a wide range of light manufacturing, industrial processing, general service, warehousing, storage and distribution and service commercial uses, such as automobile repair facilities. Industries producing substantial amounts of hazardous waste or odor and other pollutants are not permitted. Businesses serving commercial uses such as food services or office supply would be allowed as ancillary uses, subject to appropriate standards.

Institutional

The General Plan provides for civic, social service, educational, cultural or charitable uses operated by a government or private agency serving the public under the category of *Institutional*. The term institutional can include facilities owned or operated by a private

organization, such as a private school or religious organization, as well as facilities owned or operated by a public entity, such as public buildings and grounds.

The City operates a variety of facilities for its citizens, including the Civic Center complex, the Community Center, Adult Center, and the Campbell Historical Museum. More information on these facilities can be found in the Open Space, Parks and Public Facilities Element of the General Plan.

Open Space

This designation provides for a variety of uses of land that include areas of natural resources, recreation and areas of enjoyment of scenic beauty, such as parks, creeks and trails. Historically, Campbell contained large expansive open space in the form of orchard land. Today, however, there is no land devoted to commercial agriculture, though non-commercial agricultural uses are allowed in areas designated for residential and open space land uses. More information on Open Space can be found in the Open Space, Parks and Public Facilities Element of the General Plan.

TRANSPORTATION

This section reviews Campbell's transportation system then looks at influences and constraints, such as City land use decisions and their implications, which affect transportation planning for the City.

The object of a transportation system is to provide opportunities for travel. Travel is defined as conveying people, goods, and services over distances. Travel within Campbell takes a variety of forms in response to travel demand, from driving to transit to flextime to alternate modes. Transportation is a complex web of travel modes, operators, and behaviors. This section describes the existing and projected transportation infrastructure and the way the transportation system is used.

Roadways

Campbell's network of approximately 92 miles of roadways is extensively traveled by residents and commuters. Approximately 19 miles of this network are major roadways serving both local and regional users. Freeways and expressways comprise approximately 6 miles of this major roadway network system. Arterials provide approximately 13 miles of roadway, and collectors provide approximately 21 miles of roadway. Table LUT-1 explains the functional classification of roadways in the City, and Figure LUT-3 identifies the roadway classifications.

Street Design Standards

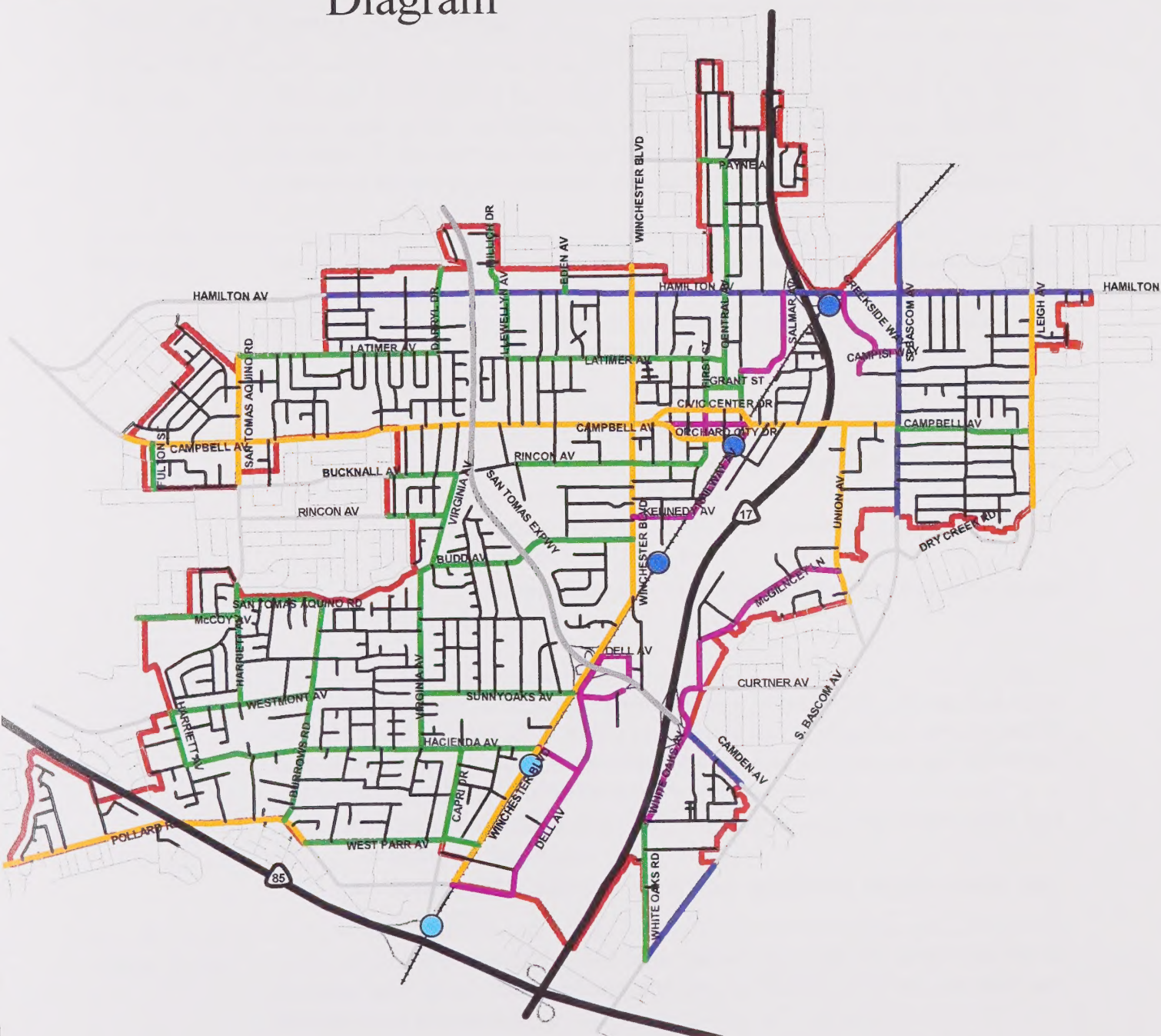
The City has established street design and construction standards for roadways within Campbell. These standards can be found in the *City of Campbell Standard Specifications and Details for Public Work Construction*, which incorporates by reference the *City of San Jose Standard Specifications* and the *City of San Jose Standard Details*. In turn, the San Jose Standard Specifications and Details incorporate by reference much of the *State of California Standard Specifications and Standard Plans*, and the *American Public Works Association Standard Specifications for Public Works Construction*. All of these specifications are periodically updated.

The City Council has recognized the San Tomas neighborhood as a distinctive residential area where alternative street improvement standards, as it relates to curbs, gutters, sidewalks and

streetlights, should be developed because of a lower density residential land use and a desire to preserve a less urbanized character. Appendix A includes the San Tomas Area Neighborhood Plan, which identifies the requirements for street improvements in the San Tomas neighborhood.



Figure LUT-3 Roadway Classifications Diagram



Street Classifications



Freeway

Expressway

Class I Arterial

Class II Arterial

Commercial/ Industrial Collector

Residential Collector

Local Street



Railway/ Light Rail Line

Planned Light Rail Stations

Proposed Light Rail Stations

City Limits



Scale
1" = 3,000 ft.

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Table LUT-3: Roadway Classifications

<i>Street Category</i>	<i>Street Function</i>
Freeways	Freeways are designed to be high-speed, high-capacity facilities with limited access and grade separations at cross streets. The primary function of freeways is to provide high mobility for regional and countywide travel. Freeways are designed, operated, and maintained by the State of California.
Expressway	Expressways are major divided arterials with access limited primarily to grade separations and at-grade intersections. The purpose of expressways is to serve countywide trips. Expressways are generally designed, operated, and maintained by the County of Santa Clara.
Arterial	Arterials are medium- to high-speed, multi-lane streets that primarily function to serve through traffic for inter-city and intra-city trips. Arterials also provide access to adjacent properties. • Class I arterials generally have little on-street parking and serve major bus routes. • Class II arterials generally have on-street parking and serve major bus routes.
Collector	Collectors are low- to medium-speed two-lane or multi-lane streets that serve to collect and channel local traffic to arterials and to distribute arterial traffic onto local streets. Collectors provide mobility and land access via driveways and on-street parking. Collectors may serve bus routes. • Commercial/Industrial Collectors have adjacent commercial and industrial land uses. • Residential Collectors serve the residential neighborhood they penetrate.
Local Access	Local streets are low-speed two-lane streets that provide direct access to abutting land uses. Local streets provide the lowest level of mobility and usually serve no bus routes.
Private Lane	Private streets are low-speed access streets that provide direct access to properties within a particular subdivision or development. Private streets are maintained and operated by Home Owners Associations or individual private landowners.

Roadway Maintenance

The City maintains or contracts maintenance of all improved public streets, associated signs and striping.

The City uses a Pavement Management System to identify and prioritize major preventive and corrective maintenance needs. All City streets are surveyed and rated on a biennial basis. Maintenance needs are identified by measuring observed pavement conditions against a City standard for system-wide average pavement surface conditions and standards establishing road repair strategies with the condition rating for individual street segments. Depending on the rating of a specific street, differing repair approaches ranging from patching to reconstruction may be required. Larger resurfacing jobs are usually contracted out to private contractors, with City crews primarily handling preventive maintenance such as crack sealing and filling potholes.

Street, roadside area, parking district, walkway and bike path cleaning are ongoing City services. Street cleaning of Downtown streets occurs twice per week. Arterials are cleaned once a week and other improved streets are cleaned two times a month, in addition to an as-needed or requested basis.

The Neighborhood Traffic Management Program

The Neighborhood Traffic Management Program (NTMP) is essentially a set of guidelines by which the public and City staff can work together to improve neighborhood livability by managing speeding and cut-through traffic on residential streets. The NTMP develops procedures for addressing neighborhood traffic issues, defines what speeds and cut-through traffic volumes are considered excessive, and creates a toolbox of acceptable neighborhood traffic management solutions.

The NTMP is currently being drafted. It will combine the public's input from a recent survey, case studies and best practices from existing local programs. It is anticipated that the draft program will be presented to the public in 2001.

Street Lighting

The City maintains an extensive system of streetlights for the purpose of pedestrian and vehicle way lighting and to reduce the likelihood of crime. City owned lights on arterials and in city-owned parking lots are routinely surveyed for maintenance needs. The City also monitors new lighting technologies and circuiting techniques to reduce energy and maintenance costs.

Parking

The City regulates parking on City streets and operates several parking lots. Most residential streets have no parking restrictions, however some street parking spaces in Downtown have time limitations. All parking on City-owned lots and streets is currently free. The City imposes minimum on-site parking requirements for private development, and more lenient standards for businesses in Downtown due to the ability to share parking. Parking standards for new or expanded development projects are defined in the Campbell Municipal Code. These standards are occasionally modified in response to new or changed conditions, such as new land use types or changing parking demands. The City's parking standards are comparable to other jurisdictions.

In the 1970s, large cannery/warehouse buildings in Downtown were converted to office uses, creating additional parking demand as a result of the intensification of the use. A municipal bond was issued to build a parking structure for these large office and commercial buildings in Downtown to satisfy parking demand caused by the conversions. Since that time, parking demand in the Downtown area has been increasing as other shops, restaurants, and offices continue to intensify and become more popular. In 1999 the City provided 95 new parking spaces along Civic Center Drive and Orchard City Drive to ease parking demand. The Downtown Development Plan (Appendix A) outlines goals and policies for providing adequate parking in Downtown, maximizing the use of existing and future parking resources and encourages the joint utilization of parking. The City is continually looking for creative ways to increase supply of parking due to increased demand in the Downtown area, including plans to build a 300-space parking structure by the year 2002.

Traffic Volumes

Campbell's Land Use and Transportation Plan control the intensity of development, based on the capacity of the street network to carry traffic, incorporating measures that protect the heart of the community and residential areas from through traffic. The term "traffic carrying capacity" is subjective. Its definition is based on the desired maximum road width and number of travel lanes and the "level of service." Level of service is a measurement that determines the level of traffic congestion on a given roadway (for a more complete description of traffic technical criteria and terminology, please refer to the Technical Appendices). The General Plan links existing and future land use activities with the existing and future street improvements, and other transportation systems, so that an acceptable level of service can be provided to the residents and businesses of Campbell.

Bicycle Facilities

Bicycle facilities include bike paths, bike lanes and bike routes:

- Bike Paths are paved facilities that are physically separated from roadways used by motor vehicles by space or a physical barrier and are designated for bicycle use.
- Bike Lanes are lanes on the outside edge of roadways reserved for the exclusive use of bicycles, so designated with special signing and pavement markings.
- Bike Routes are roadways recommended for use by bicycles and often connect roadways with bike lanes and bike paths. Bike routes are designated with signs.

Figure LUT-4 depicts the locations of the existing and proposed bike lanes and bike paths. There are links between Campbell bikeways and bikeways in the neighboring cities of San Jose, Los Gatos and Saratoga. Santa Clara County allows bicycles on all expressways, including the San Tomas Expressway that provides a north-south connection linking San Jose to Los Gatos.

Pedestrian Transportation

Pedestrian circulation in Downtown Campbell (i.e. Campbell Avenue between Winchester and Railway Avenues) is somewhat ideal. Campbell Avenue has a mix of land uses, and the buildings have a close relationship to the streets, which provides interest to the pedestrian.

Some parts of Campbell have been developed with land areas containing large separation of land uses (such as single-family residential neighborhoods and industrial parks) and commercial

centers that are separated from the streets by large parking lots (such as large home improvement or furniture stores), which discourage pedestrian activity.

The neighborhood street pattern is marked by wide, heavily traveled arterial streets at one-mile intervals. Major north-south transportation corridors (such as Hwy. 17 and the San Tomas Expressway) act as pedestrian barriers between residential neighborhoods and the Downtown. A pedestrian overpass has been provided over the San Tomas Expressway, but shorter, more dangerous routes may tempt pedestrians, creating a potential safety hazard.

Traffic signals with pedestrian push-buttons and walk/don't walk indicators are located at all major intersections. Sidewalks have been provided in most residential and commercial areas (except for the San Tomas Area – see STANP guidelines). Sidewalks in industrial areas have not been widely installed in the past, but are encouraged. New sidewalks are installed with new development.

Goals and policies have been developed that encourage pedestrian connections throughout the City, by encouraging connected, interesting site design.

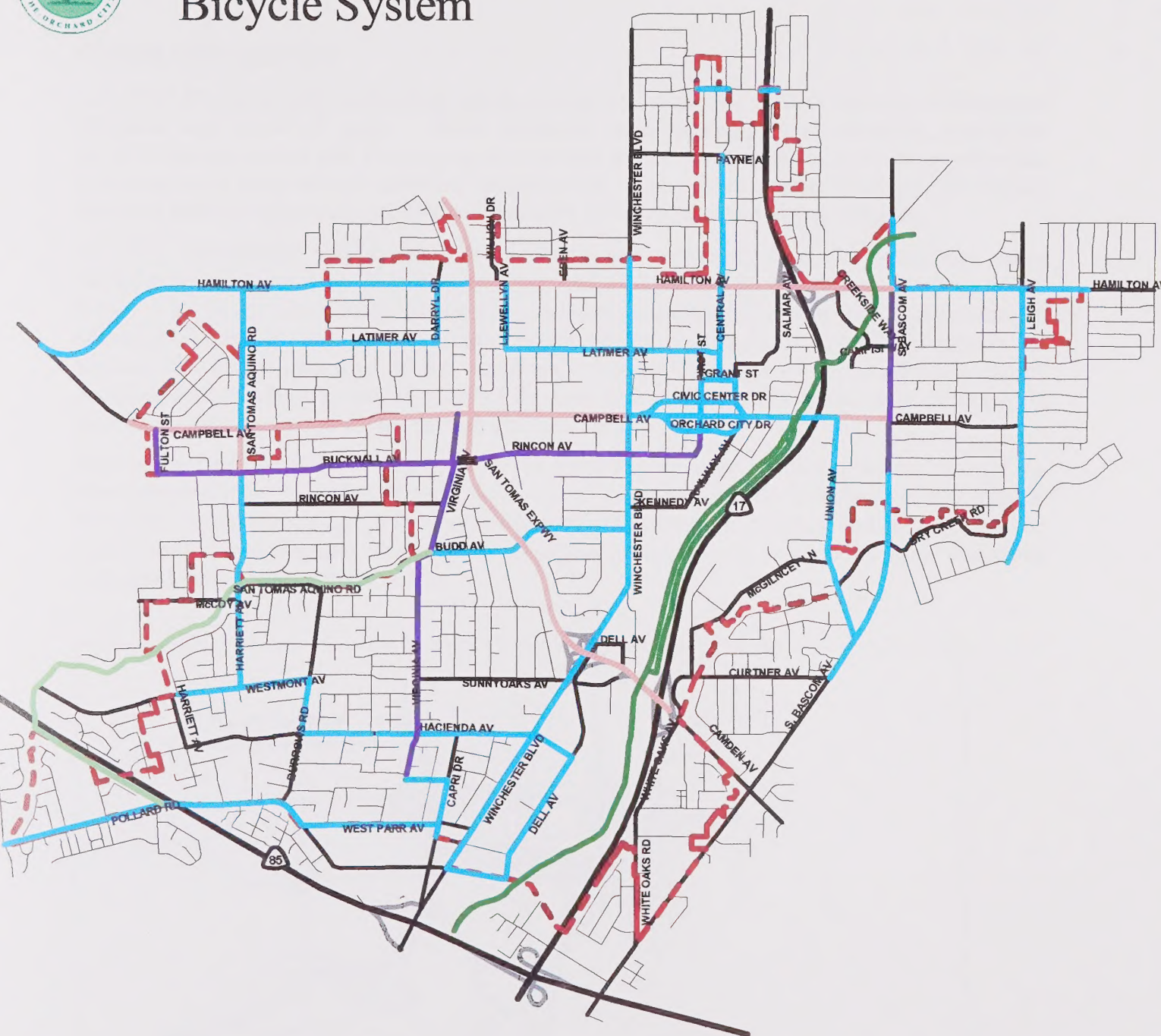
Transit

In order to provide mobility to the greater region, Campbell must have a transportation system that provides choices for multiple methods of travel that are available to all facets of the community with good connectivity to all destination points, both within the City and beyond. This mobility will be enhanced by a variety of methods including the extension of Light Rail through the Vasona Corridor, extended bus service, para-transportation (operated by the Santa Clara Valley Transportation Authority (VTA)) and measures that are intended to provide better coordination, access and efficiency for all types of transportation facilities.

These regional measures will be linked to and coordinated with the City's existing circulation system so that Campbell's residents and business community will have excellent mobility both within the City and to destinations beyond. The challenge in providing this mobility will be protecting the heart of the community and its internal connectivity by breaking physical impediments and barriers such as those posed by freeways and expressways, with connective elements such as trails and over crossings. The Land Use and Transportation goals and policies will identify strategies to encourage a greater range of transportation options that are widely used by making them safer, more accessible and more efficient.



Figure LUT-4: Bicycle System



Scale
1" = 3,000 ft.

Bicycle System

-  Bike Lane
-  Bike Route
-  Bike Paths/ Trails



-  Proposed Bike Routes
-  Proposed Bike Paths/ Trails
-  City Limits

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COMMUNITY DESIGN

Campbell contains many community assets and activity areas that enhance the City's distinctive character and sense of place. These elements, such as commercial corridors, residential neighborhoods, natural and historical resources, and public improvements, provide opportunities for community pride and an enhanced quality of life. Campbell's central position in the Valley provides both excellent accessibility and beautiful views of the surrounding hillsides.

In 1991, Campbell's Community Design Study was prepared, which identified the major components of community form that is comprised of the existing and desired character of the City. The Study also identified the role and characteristics of the various components of community form as well as appropriate design strategies to enhance the City's image. In general, the design strategies of the Community Design Plan seek to encourage high quality development, which integrate the goals of the City as a whole. Many of the ideas presented in the Community Design study are presented in this section.

This section discusses the enhancement of the overall community life and character through the strengthening of neighborhoods and by the use of gateways, streetscapes, historic and cultural resources, interrelationships of land uses, linkages and access, and building and site design. The Community Form Diagram illustrates the essential components of community form that make Campbell such a special place to live.

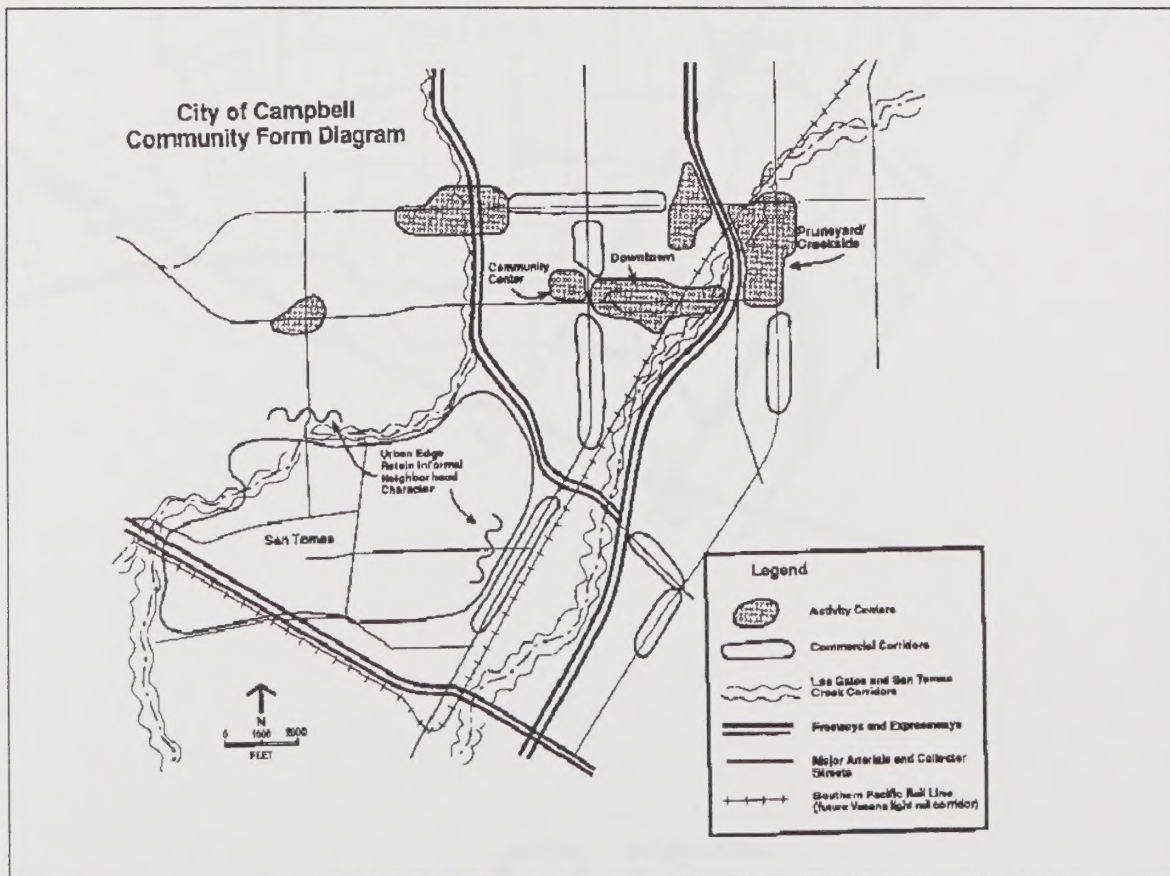


Figure LUT-5: Campbell Community Form Diagram

Neighborhoods

Campbell has a variety of residential, commercial, industrial and mixed-use areas that have evolved into special, identifiable neighborhoods. Figure LUT-6 illustrates the location of Campbell's neighborhoods, and Table LUT-2 shows the land uses distribution in each of Campbell's neighborhoods.

Neighborhoods are the building blocks of the community. Thus, neighborhood integrity is the heart of community character. A neighborhood should have a central focal point that serves as a place for gathering and interaction. Neighborhoods should offer residents a range of recreational, commercial, religious and educational opportunities. Neighborhoods should also be pedestrian friendly and "walkable." Walkable neighborhoods are tree lined, safe, have pedestrian connections with surrounding neighborhoods and nearby shopping facilities and offer a comfortable walking and bicycling environment with ready access to public transportation.

Issues that affect neighborhood integrity include the proximity of residential and nonresidential uses (incompatible land use), loss of connectivity to other neighborhoods, poor site design, lack of adequate public facilities and lack of identity.

Goals, policies and strategies in the Land Use and Transportation Element promote the enhancement of Campbell's neighborhoods.



Figure LUT-6:
Campbell
Neighborhoods



Scale
1" = 3,000 ft.



Neighborhood
Boundaries

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Table LUT-4: General Plan Land Use Acreage by Neighborhood

<i>Land Use Designation</i>	<i>Central Campbell</i>	<i>Creekside/Campisi</i>	<i>Dell</i>	<i>East Campbell</i>	<i>McGinley</i>	<i>North Campbell</i>	<i>Pruneyard</i>	<i>San Tomas</i>	<i>Union</i>	<i>West Campbell</i>	<i>White Oaks</i>	<i>Sphere of Influence</i>	<i>Total</i>
Residential¹													
Low Density (< 3 DU/GA)								140.7					140.7
Low Density (< 4.5 DU/GA)								132.0				1.7	133.7
Low Density (< 6 DU/GA)	171.9			173.4		71.6		298.4	9.8	189.9	28.7	75.7	1,019.4
Low-Med. Density (6-13 DU/GA)	43.9			5.2		8.6		57.0	3.3	11.5	28.0		157.5
Medium Density (14-20 DU/GA)	99.6			3.9		6.0		29.2	1.4	42.0		3.1	185.2
High Density (21-27 DU/GA)	54.6					6.7		8.2	75.5	14.0	16.9		175.9
Mobile Home Park	16.9								10.0				26.9
Commercial													
Central Commercial	64.6												64.6
General Commercial	45.0	22.7		24.1	4.0	18.5	25.1	14.3	11.1	18.0	3.1		185.9
Neighborhood Commercial								9.2		34.7			43.9
Professional Office	11.9			7.7		1.9		1.0	1.2	4.5	2.9	7.2	38.3
Industrial													
Research and Development			89.8		18.8								108.6
Light Industrial			40.3		54.1						10.2		104.6
Institutional													
Institutional	72.8	2.8		15.4				62.0	1.5	15.9	0.3		170.7
Open Space													
Open Space	85.0	16.7	106.1		13.0			47.3					268.1
Mixed-use													
Low-Med Density Residential/ Office	4.1												4.1
Medium to High Density Residential/ Commercial	17.4												17.4
Residential/ Commercial/ Prof. Office	30.9	18.6								10.0			59.5
Commercial and/or Light Industrial	25.2												25.2
Total	743.8	60.8	236.2	229.7	89.9	113.3	25.1	799.3	113.8	340.5	90.1	87.7	2,930.2

1. DU/GA = dwelling units per gross acre

Source: Community Development Department, December 2001

Gateways / City Boundaries

Gateways and Boundaries are the primary locations where people enter and leave the city. Gateways provide initial impressions of Campbell and convey a “sense of arrival.” Currently the City is lacking Gateways at its boundaries and to most of its districts and neighborhoods. This

General Plan Update encourages Gateways at the city boundaries on major streets and intersections and at entries to special districts, such as Downtown.

Gateways should be appealing and distinctive, evoking a positive city or district image. Gateways can be identified through special architecture, landscape, and artwork. Uniform signs for the city’s gateways can also help define the city’s boundaries.

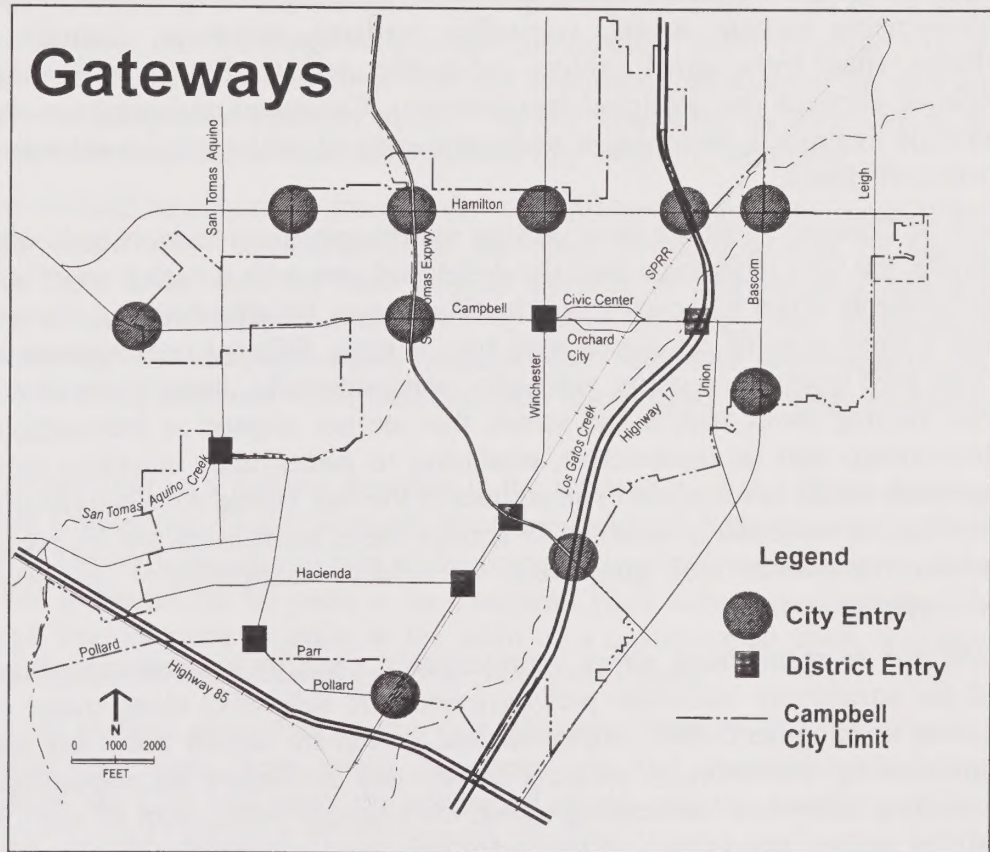


Figure LUT-7: Gateways

A city’s boundaries define the municipal service area and determine the efficiency of municipal service delivery. The City has several areas that have illogical boundaries such as the intrusion of San Jose at the west edge of the city (also known as the Cherry Lane neighborhood) and the portion of San Jose that is south of San Tomas Aquino Creek near southwestern Campbell. Another illogical boundary occurs west of Bascom Avenue between Apricot Way and Camden Avenue. Illogical boundaries undermine the sense of a cohesive community and reduce the efficiency of local service delivery. Boundary adjustments to create logical boundaries and service areas may be pursued with neighboring jurisdictions.

Street Appearance and Public Improvements

The appearance and function of streets, freeways, and public improvements impact the image of the City and the service levels and function of the street system. Campbell's arterial streets and freeways include Hamilton Avenue, Bascom Avenue, Camden Avenue, Winchester Boulevard, Campbell Avenue, Pollard Road, Highway 17, and the San Tomas Expressway. Public improvements include streets, sidewalks, medians, parkways, drainage and flood control facilities, street trees, street lighting and traffic signals. Examples of public utilities include telephone services and electrical transformers. Consistent and attractive street improvements, landscape treatments, screening or undergrounding of public utilities enhance the appearance and function of streets.

Many of Campbell's streets have varying streetscape improvements and building setbacks. For example, the City inherited a partially developed area with a varied set of street standards or no improvements when it incorporated the San Tomas Neighborhood in the mid-1980s. In some cases, a street may be developed with two or three different improvement standards including various curb types or no curbs, sidewalks or no sidewalks, street lights or no lights, misaligned curbs, varying street widths and streets that are not aligned at intersections. Variable street improvements can be unattractive, confusing to pedestrians, bicyclists and motorists, and in some cases costly to maintain. The policies in the San Tomas Area Neighborhood Plan (found in Appendix A) establish a strategy to correct these inconsistencies by requiring adherence to consistent standards and attempting to achieve compatibility as new development or redevelopment occurs.

In addition to maintaining street improvements, the City's Streetscape Standards identify the need for attractively landscape parkways and safe sidewalks along major commercial streets. Adjacent development, their employees and customers benefit from safe and attractive public improvements. Accordingly, property owners and developers are responsible for installing and maintaining boulevard landscaping within the adjacent public right of way. In 1991, Campbell identified several streets that are located at important gateways to the City. Interim Streetscape Standards were adopted for these streets in 1993, and the final Streetscape Standards adopted with this General Plan Update, which are located in Appendix A. The streetscape has been installed on many segments of the identified streets (Winchester Boulevard, Bascom Avenue, Hamilton Avenue, and West Campbell Avenue), including Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square, Campbell Plaza and the Pruneyard. The streetscape has significantly enhanced Campbell's image as a quality small town.

Landscaping adjacent to the freeways and expressway enhances the image of adjacent private development and improves the image of the City. Currently the landscaping along the freeways and San Tomas Expressway are stark and visually unappealing. The City will work with adjacent property owners and public agencies, including the Santa Clara Valley Water District, Santa Clara County, City of San Jose and the California Department of Transportation, to determine how to provide attractive landscape treatments on regional roadways.

Maintaining public streets will continue to be a challenge into the next century. Shrinking revenue sources and added traffic increase the burden of maintaining streets. Campbell will seek strategies to ensure that new development, including significantly improved properties, upgrade public improvements and travel ways adjacent to their property.

Historic and Cultural Resources

Preservation of Campbell's historic and culturally significant resources promotes community identity, enhances the quality of life and preserves a quality small town feeling. The historic area of Campbell is primarily located in or near the Downtown area. Older homes, like those in the Alice Avenue Historic District, and buildings such as the Community Center, Heritage Village, the Ainsley House, and the Water Tower in Hyde Park are important reminders of the past and contribute significantly to Campbell's sense of place. The city maintains an inventory of the city's historic buildings, structures and districts and notes the city's cultural resources.

Historic structures and cultural resources are more likely to be preserved and maintained if they have an economically viable use. Rehabilitation is the repair or improvement of historic buildings that enables them to be used for their original purpose or adapted to a new use. Sensitive improvements and additions complement the scale, massing, and architectural character of historic buildings and the surrounding neighborhood. Sensitive improvements and additions respect the historic qualities of older buildings and allow them to remain prominent elements in the community.

An example of the preservation of a historic structure is the restoration of the City's Heritage Theatre at the Campbell Community Center (formerly the Campbell High School campus). Built in 1938, the theatre was formerly an integral part of the community where music, drama, dance and chorale events were presented for 40 years at the Campbell High School Auditorium. The Friends of the Heritage Theatre came together in the spirit of a quality small town, and have hosted fundraisers and applied for and received grants to restore the theatre.

The City will seek to expand properties within the Historic Overlay District where a neighborhood's integrity has been kept intact by preserving and remodeling buildings sensitively. For example, the City will study the residential neighborhoods directly north and south of Downtown for possible addition of the Historic Overlay District designation on the Zoning Map, where appropriate.

Land Use Compatibility

The regulation of land use is intended to promote land use compatibility. Land use incompatibility will result if development standards do not adequately address conflicts between different land use types. Incompatibility can occur when noise, traffic, parking, fumes or mechanical vibration disturbs adjacent uses. Incompatible land uses may occur where residential homes are adjacent to non-residential uses (such as commercial or industrial) or significantly higher density residential uses. Land uses typically incompatible with residential uses include, automobile and truck repair shops, late night and early morning uses, fast food establishments, and entertainment establishments such as nightclubs, bars, dance clubs, video arcade and liquor establishments. Limiting their number, controlling their locations and hours or methods of operation, or otherwise restricting their development or expansion can mitigate the negative effects of incompatible uses.

Another type of potential incompatible use within a commercial neighborhood is a single-purpose building. Single-purpose buildings have a greater likelihood of remaining vacant through changing economic times. In particular, buildings specifically designed for self-storage limit the flexibility and types of future uses. Commercial buildings should be flexibly designed

to accommodate a variety of tenant types and to ensure they remain viable and contribute to the success and vitality of the surrounding commercial or industrial district. A key element in retaining flexibility is the provision of sufficient parking, landscaping and an enhanced street appearance.

Amenities, Open Space and Community Linkages

Open space and creeks provide recreational opportunities and visual relief. Residents and workers viewing the open space from adjacent development provide a measure of safety and security for users of the open space and the adjacent neighborhood. Development can act like walls and block views and access to public and private amenities. Accordingly, buildings and structures should not back up to amenities but should orient to them. Face to face orientation will maximize exposure and enhance security. High activity areas such as plazas and pedestrian routes can also be used to connect projects to these amenities. For example, a residential complex or a research and development building may face a plaza that is situated adjacent to the Los Gatos Creek Trail. The plaza's interface between the buildings and the trail provides a physical and spatial connection to the openness of the Creek and provides an amenity for the building's occupants.

Some neighborhoods are separated from adjacent development by major roadways or natural barriers. Examples of neighborhoods that are isolated from adjacent neighborhoods include the White Oaks neighborhood, which is separated from the rest of Campbell by Hwy 17 and the San Tomas Neighborhood, which is separated from Central Campbell by the San Tomas Expressway. These roads and barriers isolate neighborhoods from each other, lessening the overall sense of community. To enhance the sense of community, residents need opportunities to interact. Opportunities for interaction increase when neighborhoods are linked together through the use of bridges, trails, continuous streetscape and other methods. With such connections, residents of now-separated neighborhoods will increasingly feel they are part of the larger Campbell community.

Access to Development

The number and size of entrances and exits from the roadway can affect the efficiency and safety of roadways. For example, an expressway has a limited number of driveways and intersections, which allows traffic to travel freely without slowing for cars turning into driveways. Large numbers of driveways on busy streets allow drivers to enter and exit travel lanes indiscriminately, which disrupts the flow of traffic and increases the potential for collisions. In order to minimize traffic disruptions on arterial roadways, the General Plan encourages site design that consolidates driveways.

In addition, numerous, small, disconnected parking lots are inefficient and force customers back into the public street when they desire to travel between adjacent sites, which disrupts the flow of traffic and causes safety concerns. The General Plan encourages shared parking facilities between non-residential uses, to limit the need to enter roadways to go to adjacent sites. Efficient parking lot design incorporates sufficient queuing by installing parking spaces that are setback sufficiently from the driveways, which limits the conflicts with motorists entering or leaving the site.

Building and Site Design

New developments, especially “infill” projects (i.e. new development that primarily takes place by remodeling existing buildings or by removing an existing structure to accommodate a new structure), require careful attention to building scale, architectural design, landscaping, and placement and screening of loading areas and mechanical equipment. With proper encouragement and direction, new development can have a positive affect on surrounding development and enhance the quality of life for residents, employees, and visitors to Campbell.

The General Plan encourages new developments, including major remodels, which are designed to complement existing development. New development and improvements can be compatible with surrounding development if careful attention is paid to scale, materials, colors, building height and form, and design details. Franchise establishments’ sometimes employ a generic “corporate architecture” that is garish and repetitive. Corporate architecture is more difficult to blend with existing development, does not accommodate other commercial land uses easily and becomes dated quickly. Therefore, corporate architecture is discouraged. The General Plan encourages high quality building designs that are architecturally attractive and are compatible with or enhance the surrounding development.

Pedestrian-Friendly Development

New development and redevelopment can be designed to enhance the pedestrian experience. Buildings that provide human scale are visually interesting and oriented to the pedestrian. Such buildings engage the pedestrian at ground level, at entryways, and along street frontages by using interesting building designs, quality materials, interesting display windows, recessed openings, awnings, canopies and entrance features.

Building Placement at Intersections

Major intersections are often the first and most lasting impression of the community. Street intersections create focal points that can enhance or detract from the image of a community. This highly visible position deserves special design consideration. Well-designed buildings that frame intersections help define a space and reduce the expanse of asphalt. Incorporating prominent entries, windows, design details, and landscape oriented to the intersection creates “a sense of place.” Well-designed and strategically placed buildings can provide a more positive image of the community.

Parking Areas

After parking the car, every motorist becomes a pedestrian. Parking areas should be visually attractive and accommodate vehicles and pedestrians in a pleasant, well-landscaped environment. Parking lots should incorporate a pedestrian walkway system that connects buildings, parking areas, and street sidewalks in a comprehensive and easily understood manner. The pedestrian system needs to be designed to serve the interior and the periphery of large parking areas. Parking areas that have little or no landscape, or that front the street are unattractive and unpleasant for the pedestrian and the motorist. Design features that enhance pedestrian ways include special paving or markings, trellis structures, and special landscape treatment.

Lot Consolidation

The lot pattern in some areas of the City is small and fragmented, which compromises the ability to accommodate coordinated development. Odd configurations and small lots also make quality development difficult or infeasible to achieve. In these instances, adjacent parcels should be consolidated. Consolidation will provide logical building sites and promote coordinated development. It will address issues of economy of scale, and foster consistency and compatibility of development. The SOCA and NOCA plans (located in Appendix A) allow density bonuses as an incentive for lot consolidation.

AREA PLANS AND SPECIAL PROJECT AREAS

Several areas of the city are unique in ways that require special consideration. These “Special Project Areas” include land use and development policies specific to these areas. These Special Project Areas include:

- Pruneyard / Creekside Commercial District
- North of Campbell Avenue (NOCA)
- South of Campbell Avenue (SOCA)
- San Tomas Area Neighborhood Plan (STANP)
- Redevelopment Project Area
- Downtown Campbell
- Downtown Neighborhood

Pruneyard/Creekside Commercial District

Bascom Avenue, Highway 17, Hamilton Avenue and Campbell Avenue bound the Pruneyard/Creekside Area.

The Pruneyard/Creekside Area is a major employment and commercial district featuring the Pruneyard shopping center and office towers, numerous offices, commercial activities and the proposed “Hamilton Station” of the Vasona Light Rail alignment. A portion of the site, which is west of the Los Gatos Creek, is within Campbell’s Redevelopment Agency Project Area boundary. The Los Gatos Creek and trail is a major amenity, which should be maintained as a naturalistic parkway landscaped with native vegetation to complement the mixed-use environment planned for the area. The Aloha Apartments separate the Pruneyard from the remainder of the area. However, the extension of Campisi Way will relieve traffic impact of development and will link the area together. The Pruneyard and the offices on Creekside Way will serve as the area’s “anchors” attracting people to the area both during the daytime and evening. The area along the west side of Bascom Avenue between Hamilton Avenue and Campisi Way is envisioned as a mixed-use area with residential or office over commercial, which differs from the previous General Plan designation for the area of Commercial only. Residents and workers of this area will be able to walk to Light Rail and to the Pruneyard. The objective of the Pruneyard/Creekside Commercial District is to obtain an active, connected space with a mixture of commercial, office, residential, entertainment and recreational uses functioning as a community and regional focal point. It is anticipated that the City will prepare an Area Plan for the Pruneyard/Creekside Area to help guide development.

North of Campbell Avenue (NOCA)

NOCA is located adjacent to the Downtown business district and the Civic Center, which includes the Library and City Hall. The area encompasses the area north of the intersection of Civic Center Drive and the Union Pacific Rail Line. The area extends north to several parcels adjacent to Salmar Avenue.

The NOCA is envisioned as a mixed-use area that supports revitalization of the Downtown and provides additional housing in proximity to Downtown shopping. This area was historically a residential area that converted to industrial uses and is currently located in the Central Campbell Redevelopment Area. The NOCA policies are intended to guide redevelopment of the area. The objective for the area is to have a mix of medium density residential (up to 20 units per gross acre), office and retail commercial uses functioning as an attractive gateway and complementing Downtown commercial activity. Two recent residential projects were developed at a low-medium density (up to 13 units per gross acre) to be compatible with the Harrison and Central Avenue Downtown neighborhood, which is predominantly single-family. Due to the proximity to single-family residential, retail and commercial uses in the area should be low impact in nature (e.g. operate during the daytime hours, not generate noise, vibration, or a large amount of traffic). The NOCA plan can be found in Appendix A of this General Plan.

South of Campbell Avenue (SOCA)

The SOCA is located between Highway 17 to the east, the Union Pacific Railroad to the west, East Campbell Avenue to the north, and the San Tomas Expressway to the south. Also included is the triangular area at the western edge of the site bounded by Kennedy and Industrial Avenues and the Union Pacific Railroad.

The South of Campbell Avenue area is transitioning from a mixture of residential uses and small industrial uses to a commercial/residential mixed-use area that supports and complements Downtown Campbell. The General Plan supports revitalization of the area and the addition of new residential uses to provide additional housing opportunities in close proximity to Downtown, the Los Gatos Creek Trail and along the Vasona Light Rail Corridor. The objective for SOCA is to revitalize Downtown commercial and recreational areas and provide housing opportunities. The intention of the plan is to transition industrial uses to cleaner, non-offensive uses. Any use in the SOCA area that emits dust, fumes, glare, heat, noise, odor, variations or other disturbances is prohibited from the SOCA area. The SOCA plan can be found in Appendix A of this General Plan.

San Tomas Area Neighborhood Plan (STANP)

The San Tomas Area consists of 1.5 square miles located in the southwest corner of the City. The San Tomas Area is bordered by Winchester Boulevard and the San Tomas Expressway to the east, San Tomas Aquino Creek and the City Limit's to the north, and the City Limit to the west and south.

Most of the San Tomas Area developed in the 1940s and 1950s and was incorporated into the City of Campbell in the 1980s. It retains a semi-rural, country character with various sized lots and neighborhoods that have varying or no streetscape improvements (street lights, curbs, gutters and sidewalks). The STANP establishes specific policies to preserve the unique character of the San Tomas Area and serves as a resource guide for building or remodeling in the San Tomas

Area. The STANP clearly defines the streets that are to receive improvements and which streets remain without. The STANP can be found in Appendix A of this General Plan.

Campbell Redevelopment Area

The Central Campbell Redevelopment Project Area was created in 1983. The Area encompasses 360 acres in and around Downtown Campbell and the McGlincey Lane area. The major purpose of the Project Area is to eliminate blight and to revitalize the central core of the City. Specific goals include restoring Downtown Campbell to its historic role as the symbolic, cultural, functional, and economic focal point of the city and to retain the historic character of Downtown through preservation and rehabilitation. Another goal of the Redevelopment Area is to promote and facilitate economic revitalization in Downtown and the McGlincey Lane area.

Downtown

Downtown Campbell, known sometimes as “Historic Downtown Campbell,” has traditionally been centered on East Campbell Avenue in the area between Winchester Boulevard and the railroad tracks. Downtown has expanded eastward to include the rest of Campbell Avenue to the Pruneyard, and west to include the Community Center.

Downtown Campbell is the historic, cultural, and civic center of the City. It is the location of numerous community resources and landmarks, including City Hall, Orchard City Green, the Ainsley House, and Hyde Park. Historically, Downtown provided a full range of retail and commercial services. In the late 1960s and 1970s, the area declined in importance and vitality as the City’s retail focus. The loop streets (Civic Center Drive and Orchard City Drive) were also installed at that time. The City resisted the efforts to eliminate the small shops and storefronts Downtown in exchange for large shopping centers that take up the whole Downtown, as was the case in other cities in Santa Clara Valley. The City was able to retain the historic buildings and development pattern set by the City’s founders, which preserves the small town connectedness that a traditional Downtown brings to a community. The objective for Downtown is to have a vibrant community oriented Downtown that serves as the retail, commercial, cultural and historic center of the city.

The Downtown Development Plan was prepared to outline and implement a specific redevelopment program for the Downtown. The Plan contains goals and policies for the Downtown, addressing land use and development strategies, circulation, parking, urban design, implementation and funding. The Downtown Development Plan can be found in Attachment A.

Downtown Neighborhoods

The Downtown residential neighborhoods encompass approximately 100 acres of land area located north and south of the Downtown loop streets (Civic Center Drive and Orchard City Drive). The area is bounded by Winchester Boulevard to the west, Hamilton Avenue to the north and the Union Pacific Railway to the south and east.

Campbell’s traditional commercial Downtown is surrounded by other residential neighborhoods that reflect a “small town” style and pattern of development reminiscent of development occurring in the late 1800s and early 1900s. These neighborhoods provide complementary development patterns and styles that are consistent with the desired character of the Downtown commercial area.

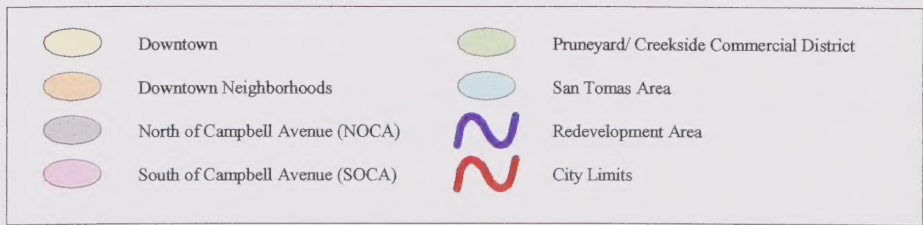
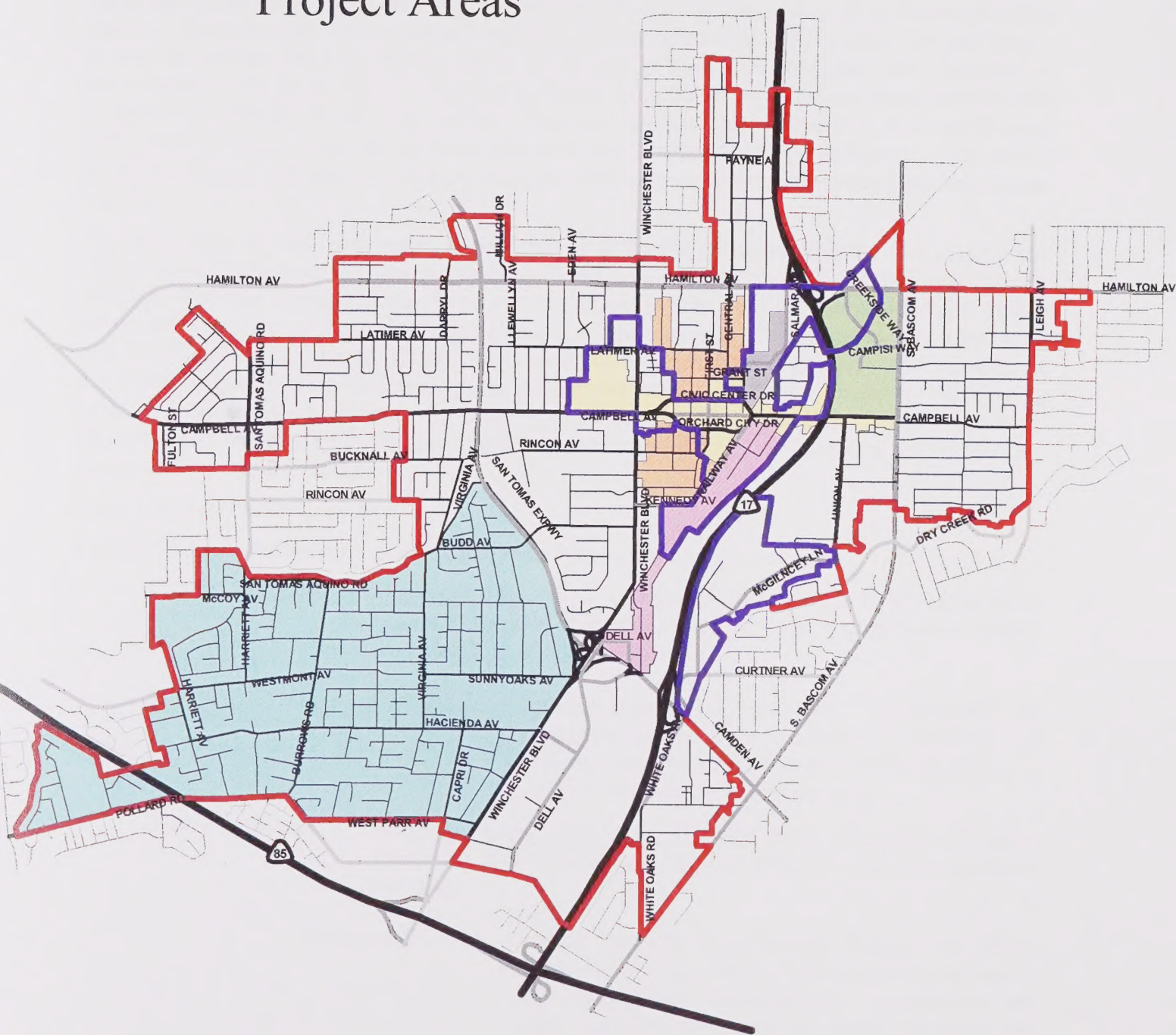
The “small town” character of Downtown Campbell can be maintained by encouraging the preservation of important historical resources, promoting the improvement of important historical resources, promoting the improvement of existing properties (residential and commercial) and encouraging new development compatible in scale with the highest standards of traditional Downtown development.

It is anticipated that the City will prepare a Downtown Neighborhood Plan including design guidelines to help guide development. In addition to a Downtown Neighborhood Plan, the Downtown Neighborhood will be studied for the possibility of identifying and designating areas within the Neighborhood as Historic Districts or Conservation Areas, where appropriate.

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Figure LUT-8: Campbell Special Project Areas



Campbell
Community
Development
Department
2001

Scale
1" = 3,000 ft.



GOALS, POLICIES, AND STRATEGIES

The General Plan acknowledges a regional context for local decisions; how local decisions affect regional facilities and how continued regional growth affects the City's plans for the future. Within its borders, the City has the ability to execute policies and strategies. But Campbell is one of many cities in the region. The City is limited in its ability to influence travel demand that is generated outside of the City limits. Regional agencies are advocating and establishing procedures to foster consistent policies and prioritize funding for capital projects. City policy needs to consider and often conform to regional policies in order to compete for state and federal funding.

The discussion of city-wide issues in this plan concentrates on characteristics that help define Campbell and addresses the specific needs of Campbell. The Goals, Policies and Strategies in the Land Use and Transportation Element concentrate on how the City can provide and ensure coordinated land use and transportation planning in the region, while still promoting a balanced and functional transportation system that satisfies the needs of the residents and workers of Campbell. This section includes strategies for enhancing the City's image by reinforcing positive neighborhood design elements, enhancing neighborhood and district gateways, strengthening the city's streetscape, preserving historic and cultural resources and promoting good building and site design.

Land Use and Transportation

Goal LUT-1: Coordinated land use and transportation planning in the region.

Policy LUT-1.1: Decisions That Affect Campbell: Advocate the City's interests to regional agencies that make land use and transportation system decisions that affect Campbell.

Strategy LUT-1.1a: Intergovernmental Activities: Participate in intergovernmental activities related to regional and sub-regional land use and transportation planning in order to advance the City's interests.

Policy LUT-1.2: Regional Land Use and Transportation Planning: Promote integrated and coordinated regional land use and transportation planning.

Strategy LUT-1.2a: Transit Planning Coordination: Support the efforts of the Santa Clara Valley Transportation Authority, the Metropolitan Transportation Commission and other agencies to coordinate transit planning and transit services for the South Bay and the entire Bay Area.

Strategy LUT-1.2b: Regional Transit Programs: Actively participate with regional transportation agencies to promote programs such as the Congestion Management Program, Countywide Deficiency Plan, and other regional transit programs.

- Strategy LUT-1.2c: Regional Vehicle Emissions, Noise and Fuel Consumption Reduction: Support Federal, State, and local legislation to reduce motor vehicle emissions, noise, and fuel consumption in the region.
- Policy LUT-1.3: Transportation Needs: Plan for the regional transportation needs of the community.
- Strategy LUT-1.3a: Statewide Bullet Train: Support the development of a high speed, statewide bullet train.
- Strategy LUT-1.3b: Rail System That Encircles The San Francisco Bay: Support plans for a quiet, fast, rail system that encircles the San Francisco Bay for intra-county and transbay transit systems, such as Bay Area Rapid Transit (BART), that links Campbell to the rest of Santa Clara and adjoining counties.
- Strategy LUT-1.3c: Vasona Light Rail: Support the construction of the entire Vasona Light Rail Line.
- Strategy LUT-1.3d: Regional Off-Road Bicycle and Pedestrian Paths: Cooperate with surrounding communities and other agencies to establish and maintain off-road bicycle and pedestrian paths and trails utilizing creek, utility, and railroad right-of-way, that is safe, convenient and visible for commuting and recreational use.
- Policy LUT-1.4: Regional Traffic Management: Lead and participate in initiatives and functions to manage regional traffic and to reduce congestion on area roadways.
- Strategy LUT 1.4a: Alternative Work Habits: Encourage a decrease of transportation system demand by encouraging alternative work habits such as home occupations, high-speed internet access, bicycling, and live-work units.
- Strategy LUT-1.4b: High Occupancy Vehicle (HOV) Lanes: Support the addition of new traffic lanes to exclusive bus and HOV lanes on freeways and expressways, where appropriate.
- Strategy LUT-1.4c: Freeway Information Systems: Support the application of emerging freeway information, monitoring, and control systems that provide driver assistance and system efficiency (e.g. technology that diverts traffic flow to alternative routes).

Strategy LUT-1.4d: Through Traffic on Arterials: Design and maintain regional arterial streets to efficiently accommodate through traffic.

Policy LUT-1.5: Land Use Planning and the Regional Transportation System: Support land use planning that complements the regional transportation system.

Strategy LUT-1.5a: Transit-Oriented Developments: Encourage transit-oriented developments including employment centers such as office and research and development facilities and the city's highest density residential projects by coordinating the location, intensity, and mix of land uses with transportation resources, such as Light Rail.

Strategy LUT-1.5b: Joint Development: Facilitate joint development and use of land at Light Rail stations.

Strategy LUT-1.5c: New Redevelopment Districts: Evaluate the potential for creating new redevelopment districts, including around Light Rail stations.

Strategy LUT-1.5d: Higher Floor Area Ratios (FARs): Develop provisions for allowing higher FARs in new projects that provide a mix of uses, maintain a jobs/housing balance or are located within proximity to Light Rail.

Strategy LUT-1.5e: Shuttle Services: Encourage major employers to develop shuttle services connecting employment areas with multi-modal or regional transit facilities and business districts.

Strategy LUT-1.5f: Transportation Impact Mitigation: Require appropriate mitigation measures for new development that impacts the transportation system and consider collecting impact/mitigation fees as an in-lieu fee that could be used toward approved capital improvement projects.

Goal LUT-2: Balanced and functional transportation system.

Policy LUT-2.1: Alternative Transportation: Encourage the use of alternative transportation such as ridesharing, public transit, walking, and bicycling to reduce reliance on automobile use.

Strategy LUT-2.1a: Public Transit Services: Work with transit providers to provide improved public transit services, conveniently located passenger waiting areas, attractive shelters and amenities between neighborhood centers and major transit corridors.

- Strategy LUT-2.1b: Transportation for the Disadvantaged: Encourage the provision of efficient transportation services for the transportation disadvantaged, such as demand responsive paratransit services.
- Strategy LUT-2.1c: Transportation Management Programs: Consider alternative parking requirements and programs such as Transportation Demand Management (TDM) programs for new development, for single occupant vehicles in projects in Downtown, near transit lines, near Light Rail Stations and where shared parking is feasible.
- Strategy LUT-2.1d: Alternative Fueled Vehicles: Encourage the use of alternative fueled vehicles (e.g. Electric cars) and encourage the installation of recharge facilities at commercial and employment centers.
- Strategy LUT-2.1e: High Occupancy Vehicles: Encourage preferential parking treatment for high-occupancy vehicles and alternative fueled vehicles at employment and activity centers.
- Strategy LUT-2.1f: School Commuting: Support the integration of public school commuting into the local transit system. For example, support the coordination and scheduling of bus routes with school functions and after school extra-curricular activities of high school students.
- Strategy LUT-2.1g: Amenities: Improve amenities such as seating, lighting, signage, secure bicycle parking, street trees, and interpretive stations along bicycle and pedestrian paths, in City parks, on transit vehicles and at multi-modal transit stations to encourage walking and cycling and enhance the feeling of safety.
- Strategy LUT-2.1h: Bicycle Facilities: Encourage adequate and secure bicycle facilities at employment centers, activity centers, and residential projects.
- Strategy LUT-2.1i: Pedestrian Facilities Plan: Develop a Community Pedestrian Facilities Plan for the City.
- Strategy LUT-2.1j: Bicycle Plan: Regularly update the citywide bicycle plan to ensure that it provides safe and convenient commuter and recreation routes throughout the City for bicyclists of all abilities.
- Strategy LUT-2.1k: Transit Schedule Integration: Support the integration of light-rail, bus, and shuttle schedules

and multi-modal transit stations to reduce the loss of time associated with using public transportation.

Strategy LUT-2.1l: Taxi Service: Encourage a responsive private sector taxi service

Strategy LUT-2.1m: Reduced Fare or Voucher Systems: Support transit agencies in implementing or continuing reduced fare or no fare voucher systems for populations in need.

Policy LUT-2.2: Hierarchy of Streets: Maintain a hierarchy of streets that includes freeways, expressways, arterials, collectors, and local access streets.

Strategy LUT-2.2a: Roadways For a Variety of Users: Design roadway space for a variety of users, including motor vehicles, transit vehicles, bicycles, and pedestrians when constructing or modifying roadways.

Strategy LUT-2.2b: Street Capacity: Avoid major increases in street capacity unless necessary to remedy severe traffic congestion or critical neighborhood traffic problems.

Strategy LUT-2.2c: Truck Movements: Regulate truck movements in a manner that balances the efficient movement of goods with the small town character of Campbell's street system.

Strategy LUT-2.2d: Slow Traffic in Downtown: Evaluate slowing traffic in the Downtown area by reducing through traffic lanes and trading the area for improved turning lanes, landscaping and bicycle lanes, and consider conversion of one-way streets to two-way travel.

Strategy LUT-2.2e: Variety of Alternate Routes: Design and maintain the City street network to provide a variety of alternate routes, so that traffic loads on any one street are minimized.

Strategy LUT-2.2f: Cut-Through Traffic: Discourage cut-through traffic in residential neighborhoods by improving the operation of arterials and collectors.

Policy LUT-2.3: Roadway and Intersection Disruption Minimization: Minimize traffic disruptions along arterial roadways and major intersections.

Strategy LUT-2.3a: Intersection Level of Service: To the extent possible, maintain level of service (LOS) on designated intersections consistent with the Santa Clara County Congestion Management Plan.

- Strategy LUT-2.3b: Operation and Performance of Streets: Monitor the operation and performance of street systems.
- Strategy LUT-2.3c: Roadway and Intersection Capacities: Assess improvements to increase roadway and intersection capacities for all types of transportation.
- Strategy LUT-2.3d: Winchester Boulevard: Evaluate alternative methods to reduce speed on Winchester Boulevard, including boulevard treatments such as bulb-outs or on-street parking and encourage north-south transit on the 17 Freeway and San Tomas Expressway.
- Policy LUT-2.4: Jobs and Housing Balance: Maintain Campbell's balance of jobs and housing units to encourage residents to work in Campbell, and to limit the impact on the regional transportation system.
- Strategy LUT-2.4a: Full Range of Land Uses: Provide for a full range of land uses within the City, and for mixed-uses within specific development projects.
- Goal LUT-3: Options in ownership and rental housing in terms of style, size, and density that contribute positively to the surrounding neighborhood.
- Policy LUT-3.1: Variety of Residential Densities: Provide land use categories for and maintenance of a variety of residential densities to offer existing and future residents of all income levels, age groups and special needs sufficient opportunities and choices for locating in Campbell.
- Strategy LUT-3.1a: Consistency with Housing Element: Ensure consistency with the City's Housing Element including ensuring that there is adequate land designated to meet Housing goals.
- Strategy LUT-3.1b: Variety of Residential Densities: Permit and maintain a variety of residential densities, including:
- Low Density (less than 3.5 units per gr. acre)
 - Low Density (less than 4.5 units per gr. acre)
 - Low Density (less than 6 units per gr. acre)
 - Low-Medium Density (6-13 units per gr. acre)
 - Medium Density Residential (14-20 units per gr. acre)
 - High Density Residential (21-27 units per gr. acre)
- Strategy LUT-3.1c: High Density Residential: Allow higher residential densities in the North of Campbell Area (NOCA),

South of Campbell Area (SOCA), and areas near the Light Rail stations as an incentive to redevelop older, less intensive uses (see individual plans for allowed densities).

Community Design

Goal LUT-4: A community that has a strong identity, community image and “sense of place.”

Policy LUT-4: Campbell Community Design Study: Ensure projects comply with the recommendations of the Campbell Community Design Study.

Neighborhoods

Goal LUT-5: Preservation and enhancement of the quality character and land use patterns that support the neighborhood concept.

Policy LUT-5.1: Neighborhood Integrity: Recognize that the City is composed of residential, industrial and commercial neighborhoods, each with its own individual character; and allow change consistent with reinforcing positive neighborhood values, while protecting the integrity of the city’s neighborhoods.

Policy LUT-5.2: Residential Neighborhoods: Maintain safe, attractive, pedestrian friendly residential neighborhoods with identifiable centers and consistent development patterns and a range of public and private services.

Strategy LUT-5.2a: Neighborhood Compatibility: Promote new residential development and substantial additions that are designed to maintain and support the existing character and development pattern of the surrounding neighborhood, especially in historic neighborhoods and neighborhoods with consistent design characteristics.

Strategy LUT-5.2b: Residential Design Guidelines: Adopt design guidelines for new construction and remodeling of all residential structures. Design guidelines should include provisions for height, bulk, setbacks and garage placement so that new construction is compatible with existing neighborhood patterns.

Strategy LUT-5.2c: Neighborhood Focal Point: Assist neighborhoods to retain schools or incorporate open space features as a central focal point and give priority to park acquisition from surplus school sites in neighborhoods where the site is the only open space feature. For details refer to the Open Space, Parks and Public Facilities Element.

- Strategy LUT-5.2d: Density Change Criteria: In considering changes to residential densities, employ criteria such as compatibility with the residential surroundings, privacy, noise, and changes in traffic levels on neighboring streets and major thoroughfares.
- Strategy LUT-5.2e: Reduction of Development Intensity: Development intensity may be reduced below the minimum on the land use diagram to ensure the compatibility of development with its surroundings or due to site constraints such as lot size or natural features.
- Strategy LUT-5.2f: Attractive, Healthy and Safe Neighborhoods: Enforce the Municipal Code to maintain safe housing, provide rodent control, reduce blight and protect residences from pollution.
- Policy LUT-5.3: Variety of Commercial and Office Uses: Maintain a variety of attractive and convenient commercial and office uses that provide needed goods, services and entertainment.
- Strategy LUT-5.3a: Commercial Design Guidelines: Establish commercial and mixed-use design guidelines to ensure attractive and functional buildings and site design, and to ensure compatibility with adjacent land uses.
- Strategy LUT-5.3b: Minimal Setbacks: Design commercial and office buildings city-wide to have minimal setbacks from the sidewalk except to allow for pedestrian oriented features such as plazas, recessed entryways, and wider sidewalks for outdoor cafes. Discourage parking areas between the public right-of-way and the front façade of the building.
- Strategy LUT-5.3c: Revitalization of Shopping Centers: Encourage the maintenance and revitalization of commercial shopping centers.
- Strategy LUT-5.3d: Commercial Centers: Review the design, use and upgrading of commercial centers via the discretionary permit process, and ensure that conditions of approval are adopted that require businesses to be well kept and operated in a way that limit impacts to adjacent uses.
- Strategy LUT-5.3e: Alternative Shopping Opportunities: Encourage farmers' markets, community and cultural events in the Downtown commercial area that provide alternative shopping opportunities and community interaction.

- Strategy LUT-5.3f: Redevelopment: Facilitate redevelopment opportunities that further revitalization efforts in the Downtown commercial area.
- Strategy LUT-5.3g: Day and Evening Activities: Encourage restaurant and specialty retail uses in the Downtown commercial area that will foster a balance of day and evening activity.
- Strategy LUT-5.3h: Parking and Circulation: Provide adequate parking and encourage circulation patterns to serve commercial districts so as to discourage commercial traffic into adjacent residential zones.
- Strategy LUT-5.3i: Mixed-Use in Commercial Districts: Consider revising the Zoning Ordinance to include standards for mixed-use development (residential and/or office above ground floor retail) in commercial districts.
- Strategy LUT-5.3j: Winchester Boulevard Plan: Develop an Area Plan for Winchester Boulevard. The Area Plan should address specific boundaries, mix of uses, street amenities, landscaping, building and site design.
- Strategy LUT-5.3k: Auto Services: Restrict auto related uses to minor auto services (e.g. oil changers and auto parts stores) on major streets that define Campbell's image. These "image" streets are defined in the Streetscape Standards located in Appendix A.
- Policy LUT-5.4: Industrial Neighborhoods: Safeguard industry's ability to operate effectively, by limiting the establishment of incompatible uses in industrial neighborhoods and encouraging compatible uses.
- Strategy LUT-5.4a: Auto-Repair: Amend the Zoning Ordinance to restrict auto-repair uses to industrial areas, not including Research and Development.
- Strategy LUT-5.4b: Residential Adjacent to Industrial: Amend Area Plans and Zoning Ordinances to ensure that conflicts between residential and industrial uses are minimized.
- Strategy LUT-5.4c: Redevelopment: Facilitate redevelopment opportunities in the McGlincey Lane area.
- Policy LUT-5.5: Industrial Diversity: Promote a variety of industrial use opportunities that maintain diversified services and a diversified economic base.
- Strategy LUT-5.5a: Services in Industrial Areas: Encourage convenient retail and commercial services (restaurants and

hotels) in industrial areas to support businesses, their customers and their employees.

Strategy LUT-5.5b: Incubator Businesses: Maintain industrial space for small start-up and incubator businesses.

Strategy LUT-5.5c: Floor Area Ratio (FAR) Guidelines: Develop guidelines for Industrial designated land use, including a provision that allows higher FARs for larger parcels that encourage research and development uses in the Dell and McGlincey neighborhoods.

Policy LUT-5.6: Industrial Impact: Reduce the impact of existing industrial uses on adjacent residences, schools, and other sensitive uses.

Strategy LUT-5.6a: Performance Standards: Develop performance standards to mitigate negative impacts on adjacent uses that surround industrial areas, including noise, light and vibration.

Strategy LUT-5.6b Visual Barriers: Reduce the visual impact of excessive lighting and glare, mechanical equipment, trash enclosures, outdoor storage and loading docks.

Strategy LUT-5.6c Physical Buffers: Provide landscaped buffers, sidewalks and equipment screening to provide a visual and noise-abating buffer between uses.

Policy LUT-5.7: Industrial Areas: Industrial development should have functional and safe vehicular and pedestrian circulation, good site and architectural design, be sensitive to surrounding uses, connect to public transit, and be energy efficient. New projects should contribute to the positive character of industrial areas and the overall image of the City.

Strategy LUT-5.7a: Industrial Design Guidelines: Develop Industrial Design Guidelines with specific policies including, but not limited to the following:

- Require varied, high-quality, finished construction materials such as glass, stucco, plaster, or brick. No exposed concrete block or flat sheet metal.
- Enhance the street frontage of a building with landscaping and an emphasis on the office portion of the building.
- Orient service activities such as loading docks to the rear of the site.

Strategy LUT-5.7b: Amenities in Industrial Areas: Amend Zoning Ordinance to provide appropriate amenities for

employees in industrial areas, such as outdoor eating areas and walkways.

Strategy LUT-5.7c: Screening: Screen the service portion of industrial buildings such as outdoor storage, trash enclosures and loading areas, especially those adjacent to roadways or public amenities, with extensive landscaping and architectural treatments.

Strategy LUT-5.7d: Auto Repair Facility Design: Promote the design of auto repair facilities that provide sufficient screened vehicle staging areas that are independent from the parking required for customers, employees and loading.

Policy LUT-5.8: Non-Conforming Uses: Encourage non-conforming properties to redevelop as conforming uses.

Strategy LUT-5.8a: Methods to Encourage Redevelopment of Non-conforming Uses: Study methods to encourage non-conforming properties to redevelop as conforming uses, including the possibility of an amortization program.

Gateways / City Boundaries

Goal LUT-6: Strong and identifiable City boundaries that provide a sense of arrival into the City and its districts to reinforce Campbell's quality small town image.

Policy LUT-6.1: Entries to the City and Special Districts: Identify entries to the city and special districts (Downtown, San Tomas Neighborhood, and others) with special features.

Strategy LUT-6.1a: Identification Signs: Install city identification signs including distinctive landscaping and lighting or other markers at community gateways to signify entry.

Strategy LUT-6.1b: Landmark Gateway Buildings: Anchor gateway intersections with landmark buildings that incorporate distinctive architectural character. Orient landmark buildings to face and frame the corners of intersections.

Strategy LUT-6.1c: Gateway Intersections: Develop major gateway intersections such as Highway 17 / Hamilton Avenue and San Tomas Expressway / Winchester Boulevard with signage, lighting and abundant landscaping, using tall trees and under-planting.

Policy LUT-6.2: Logical Boundaries: Strive to provide logical boundaries and municipal service areas.

Strategy LUT-6.2a: Logical Boundaries: Work with adjacent cities and affected neighborhoods to provide logical boundaries and service areas through boundary adjustments in the neighborhood east of San Tomas Aquino Road between Campbell Avenue and the San Tomas Aquino Creek, the neighborhood west of Bascom Avenue between Apricot Way and Camden Avenue, and the neighborhood south of San Tomas Aquino Creek near the southwestern portion of the City and other areas where appropriate.

Strategy LUT-6.2b: Annexation Of Unincorporated Areas: Pursue annexation of unincorporated areas within the City's Sphere of Influence, where appropriate.

Strategy LUT-6.2c: Service Delivery: Coordinate service delivery across boundaries and on shared facilities with the appropriate local or state agency.

Street Appearance and Public Improvements

Goal LUT-7: Attractive, well-maintained and safe streets, public improvements and utilities.

Policy LUT-7.1: Road Maintenance: Maintain and repair roads.

Strategy LUT-7.1a: Pavement Management System: Assess street conditions and prioritize repair needs balancing the needs of the community using input from the City's Pavement Management System.

Strategy LUT-7.1b: Roadway Repair And Maintenance: Conduct roadway repair and routine maintenance as necessary.

Policy LUT-7.2: Public Utilities and Improvements: Provide sidewalks, public utilities and improvements that are safe, attractive, efficient and well maintained for pedestrians, bicyclists and motorists.

Strategy LUT-7.2a: Public Improvements Installation: Develop and adopt an ordinance ensuring that property owners of new, infill and substantial remodeling development projects install, upgrade or repair street and public improvements adjacent to the subject property, where and when appropriate.

- Strategy LUT-7.2b: Public Improvements Design: Design public improvements to meet safety, accessibility and aesthetic guidelines. Consider adopting an "Art in Public Places" program.
- Strategy LUT-7.2c: Undergrounding of Utilities: Adopt an ordinance for ensuring that certain utilities, such as electricity (including main overhead lines), cable and communications facilities, are placed underground along the street frontage (boundary lines) and from the street to the new structures (service drops) for new projects, and for substantial remodeling projects.
- Strategy LUT-7.2d: Public Utility Screening: Develop and adopt an ordinance ensuring that certain public utilities (such as utility control boxes) are screened from view by using a combination of easements, undergrounding, screen walls and landscaping to deter graffiti and to hide unattractive equipment, where practical.
- Strategy LUT-7.2e: Anti-Graffiti Programs: Participate in anti-graffiti programs that remove graffiti from buildings, signs, structures and utilities, as quickly as possible.
- Strategy LUT-7.2f: Excess Right-of-Way: Consider vacating excess right-of-way to property owners when the vacation conforms to the City's Standards for street improvements.
- Strategy LUT-7.2g: Landscaped and Tree Lined Streets: Provide attractive, user friendly, tree-lined streets and install creative landscaping in street improvement projects, where feasible.
- Strategy LUT-7.2h: Consistent Right-of-Way Treatment: Design consistent right-of-way treatment on individual streets.
- Strategy LUT-7.2i: Narrow Local Streets: Create pedestrian-friendly local streets that are narrow enough to be easily crossed by pedestrians.
- Strategy LUT-7.2j: Sidewalks: Design sidewalks that are separated from the automobile travel way, on arterial streets. Sidewalks along other streets should be consistent with the neighborhood.
- Strategy LUT-7.2k: Multi-Use Trails: Design multi-use trails that are wide enough to accommodate safe two-way passage for bikes and bike trailers.

- Strategy LUT-7.2l: Street Trees: Where sidewalks are directly adjacent to curbs and no planting strip exists, explore ways to add planting pockets with street trees and water efficient landscaping to increase shade and reduce the apparent width of wide streets.
- Strategy LUT-7.2m: Clearance on Walkways: Provide adequate clearances on walkways for pedestrians on the public right-of-way.
- Strategy LUT-7.2n: Consistency with Plans: Ensure that new development and substantial remodeling projects are consistent with Specific Plans, Area Plans, City Standard Details and adopted Streetscape Standards to create cohesive design.
- Strategy LUT-7.2o: Utility Cuts and Trenching: Limit unnecessary utility cuts and trenching in the public right of way and promote coordinated installation between multiple utility providers.
- Policy LUT-7.3: Transportation Safety: Make safety a priority of citywide transportation design and planning.
- Strategy LUT-7.3a: Intersection Design: Incorporate pedestrian and bicycle features and auto safety components in intersection design and improvement projects, such as curb cuts to accommodate bicycle trailers, bicycle crossing buttons at traffic signals and bicycle sensors at major intersections.
- Strategy LUT-7.3b: Street Lighting: Install, maintain, and repair city-wide street lighting as needed (some Area Plans have specific lighting standards).
- Strategy LUT-7.3c: Traffic Control Devices: Ensure traffic control devices function properly.
- Strategy LUT-7.3d: Child Safety: Consider the safety and comfort of school children in street modification projects that affect school travel routes.
- Strategy LUT-7.3e: Speed Limits: Enforce speed limits and other traffic laws, especially in residential areas, to the extent that resources are available.
- Strategy LUT-7.3f: Traffic Calming Measures: Consider implementation of traffic calming measures to ensure safe and reasonable speeds in residential neighborhoods consistent with the City's adopted neighborhood traffic management program.

Historic and Cultural Resources

Goal LUT-8: Preservation of historic buildings, districts and cultural resources.

Policy LUT-8.1: Historic Buildings, Landmarks and Districts and Cultural Resources: Preserve, rehabilitate or restore the City's historic buildings, landmarks, districts and cultural resources and retain the architectural integrity of established building patterns within historic residential neighborhoods to preserve the cultural heritage of the community.

Strategy LUT-8.1a: Update Historic Resource Inventory: Review the City's neighborhoods for consideration of adding significant structures, landmarks, trees or district status to the Historic Resource inventory on a regular basis, and update the list accordingly.

Strategy LUT-8.1b: Historic Design Guidelines: Adopt guidelines to ensure that improvements and additions to historic buildings are compatible with existing historic architecture and conform to historically established building forms, character and setbacks of the neighborhood.

Strategy LUT-8.1c: Adaptive Re-Use: Encourage adaptive re-use of and incorporation of the city's historic buildings and structures for new development projects, when feasible.

Strategy LUT-8.1d: Historic Building Materials Ordinance: Adopt an ordinance that requires that historic building materials be salvaged and/or recycled.

Strategy LUT-8.1e: Historic Preservation Awareness: Promote public awareness of historic preservation through informational publications and programs.

Strategy LUT-8.1f: State Historical Building Code: Adopt the use of the State Historical Building Code for designated historic buildings.

Strategy LUT-8.1g: Certified Local Government Status: Attain Certified Local Government Status of the Historic Preservation Ordinance.

Strategy LUT-8.1h: Historic Preservation Incentives: Develop incentives to encourage preservation and restoration including allowing the use of appropriate historic Building and Fire Codes and leniency on certain standard development requirements.

Strategy LUT-8.1i: Altering or Demolishing Historic Resources: Establish procedures, including identifying alternatives, for proposals that significantly alter or demolish historic resources.

Strategy LUT-8.1j: Heritage Theater: Support efforts to restore the Heritage Theater.

Land Use Compatibility

Goal LUT-9: A compatible land use pattern citywide.

Policy LUT-9.1: Land Use Pattern: Establish a compatible land use pattern citywide.

Strategy LUT-9.1a: Land Use Conflict Minimization: Amend the General Plan and Zoning map to minimize conflicts between land uses when identified.

Strategy LUT-9.1b: Land Use Review: Review the types of land uses allowed in the City's zoning districts and revise, where appropriate, to assure greater compatibility.

Strategy LUT-9.1c: Land Use Objectives and Redevelopment Plans: Permit only those uses that are compatible with land use objectives and redevelopment plans.

Strategy LUT-9.1d: Land Use Limits and Controls: Amend the Zoning Ordinance to establish limits and controls regarding operating hours for uses that are incompatible with adjoining residential uses due to noise, traffic or other disturbances.

Policy LUT-9.2: General Plan and Zoning Consistency: Maintain consistency between the General Plan and the Zoning Ordinance.

Strategy LUT-9.2a: Zoning Ordinance Revisions: Revise the Zoning Ordinance and Map to be consistent with the City's General Plan Land Use Diagram.

Policy LUT-9.3: Design and Planning Compatibility: Promote high quality, creative design and site planning that is compatible with surrounding development, public spaces and natural resources.

Strategy LUT-9.3a: Public Input: Incorporate public input into the preparation, update and adoption of land use policies, design guidelines, regulations and engineering specifications that ensure high quality development and reflect community and neighborhood values.

Strategy LUT-9.3b: Review of Zoning Requirements: Undertake a comprehensive review of zoning requirements to

	identify additional site development and architectural standards that should be required.
Strategy LUT-9.3c:	<u>Simplify Zoning Code</u> : Use illustrations and develop methods for simplifying the Zoning Code to promote well-designed projects.
Strategy LUT-9.3d:	<u>Building Design</u> : Design buildings to revitalize streets and public spaces by orienting the building to the street, including human scale details and massing that engages the pedestrian.
Strategy LUT-9.3e:	<u>Building Materials</u> : Encourage the use of long-lasting, high quality building materials on all buildings to ensure the long-term quality of the built environment.
Strategy LUT-9.3f:	<u>Development Orientation</u> : Orient new development toward public and private amenities or open space, in particular: • Orient front entrances, living/office area and windows toward the amenity or open space. • Orient high activity areas such as outdoor dining areas and plazas, and major pedestrian routes toward the amenity or open space.
Strategy LUT-9.3g:	<u>Pedestrian Amenities</u> : Incorporate pedestrian amenities such as plazas, landscaped areas with seating, pedestrian walkways into new developments.
Strategy LUT-9.3h:	<u>Art in Private Development</u> : Consider implementing an “Art in Private Development” program to provide for the visual arts within commercial, industrial and multiple-family residential projects.
Strategy LUT-9.3i:	<u>Master Plan of Phased Sites</u> : Ensure developers of phased multi-building complexes provide a master plan demonstrating how the entire site will be developed.
Strategy LUT-9.3j:	<u>Landmark Preservation</u> : Encourage preservation of existing landmark features on buildings and on building sites.
Strategy LUT-9.3k:	<u>Screening Guidelines</u> : Create guidelines for ensuring that visual and noise impacts of storage, loading areas and mechanical equipment are minimized, which may include provisions for larger setbacks, screening, walls, substantial landscaping, acoustic materials, equipment usage and building modifications.
Strategy LUT-9.3l:	<u>Wireless Telecommunication Facilities</u> : Minimize the visual impact of wireless telecommunication

facilities by designing them as an integral architectural feature to a structure.

- Strategy LUT-9.3m: Location of Service Areas: Locate parking areas, truck loading areas, drive-through lanes and drive-through windows away from streets, out of immediate public view, while minimizing land use conflicts and traffic impacts.
- Strategy LUT-9.3n: Signs: Revise the Zoning Code or develop guidelines that ensure high quality, attractive signs that are appropriate for each Zoning District.
- Strategy LUT-9.3o: Single-Purpose Buildings: Discourage the development of single-purpose buildings (i.e. self-storage facilities).
- Strategy LUT-9.3p: Site Lighting Guidelines: Ensure that lighting does not create glare and overflow on adjacent properties by developing standards and guidelines that are incorporated into the Zoning Ordinance.

Amenities, Open Space and Community Linkages

Goal LUT-10: Landscaping, natural resources and amenities that are visible and accessible to the public.

Policy LUT-10.1: Landscaping: Encourage the retention and planting of landscaping to enhance the natural and built environment.

- Strategy LUT-10.1a: Natural Feature Retention: Encourage site design that incorporates or otherwise retains natural features such as mature trees, terrain, vegetation, wildlife and creeks.
- Strategy LUT-10.1b: Landscape Standards: Revise the Landscape and Tree Protection Ordinance to require enhanced landscaping standards, including standards for providing a variety of species, sizes and adequate number of trees, shrubs and drought-tolerant planting.
- Strategy LUT-10.1 c: Outdoor Common Areas: Encourage well-designed and landscaped outdoor common areas for eating, relaxing, or recreation for new projects, and if feasible, when buildings are remodeled or expanded. When possible, the common outdoor areas should adjoin natural features.
- Strategy LUT-10.1d: Drought-Tolerant Plant List: Maintain a list of drought-tolerant plants for public distribution.
- Strategy LUT-10.1e: Parking Lot Screening: Plant landscaping or build decorative walls at the interior and perimeter of parking areas as a visual screen.

Policy LUT-10.2: Roadway Landscaping: Landscape public roadways to define the character of districts and neighborhoods.

Strategy LUT- 10.2a: Streetscape Standards: Implement Streetscape Standards with landscaped boulevard treatment on arterial streets, and implement the installation of street trees per the Standard Street Improvements.

Strategy LUT-10.2b: Expressway and Freeway Landscaping: Work with appropriate agencies and developers of new development adjacent to Highway 17, Highway 85 and San Tomas Expressway to provide landscaping along the sides of the freeway or expressway and within the medians that are adjacent to the new development.

Strategy LUT-10.2c: Landscaping in the Public Right-of-Way: Adopt an ordinance requiring developers to install and maintain landscaping within the public right-of-way adjacent to the developed property.

Strategy LUT-10.2d: Landscaping as a Theme: Use similar types of trees and landscaping to create a theme within districts or neighborhoods. Medians should also be used to create a theme to distinguish major thoroughfares and prominent streets.

Goal LUT-11: A physically connected, efficient community with safe access and linkages throughout the city for a variety of transportation modes and users.

Policy LUT-11.1: Physically Connected Transportation Infrastructure: Strive to achieve physically connected transportation infrastructure.

Strategy LUT-11.1a: Dead-End Streets: Connect dead-end streets with pedestrian and bicycle paths in new developments and in existing neighborhoods where so desired by residents.

Strategy LUT-11.1b: Downtown Alleyways: Evaluate enhancing Downtown alleyways for pedestrian use. Require the improvement of alleys adjacent to properties when the site is redeveloped or the use is intensified.

Strategy LUT-11.1c: Bicycle Facility Identification: Identify bicycle lane, route and trail information on signs along the appropriate roadways and pathways and identify each on the City's bicycle map.

Strategy LUT-11.1d: Bicycle and Pedestrian Connections in Development: Encourage new or redeveloping projects to provide logical bicycle and pedestrian

connections on site, between parking areas, buildings, and street sidewalks and to existing or planned public right-of-way facilities and encourage pedestrian passages between street-front sidewalks and rear-lot parking areas. Ensure that the bicycle and pedestrian connections interface safely.

Strategy LUT-11.1e: Bicycle and Pedestrian Connections Between Neighborhoods: Facilitate the construction of connected pedestrian and bicycle facilities (e.g. bridges, pathways, sidewalks and bike lanes) between and within neighborhoods that are attractive, well-lit, comfortable, tree lined and safe, especially within one-half mile of major activity centers, schools and parks.

Strategy LUT-11.1f: Bicycle Lanes and Paths: Incorporate bicycle lanes and paths into the City's standard street details and designated street improvement projects in the Capital Improvement Program, where feasible.

Strategy LUT-11.1g: Americans with Disabilities Act (ADA): Address the needs of people with disabilities and comply with the requirements of the ADA during the planning and implementation of transportation and parking improvement projects.

Strategy LUT-11.1h: New Transportation Facilities: Ensure that new transportation facilities will be provided or constructed so as not to create new barriers or other impediments to neighborhood connectivity.

Strategy LUT-11.1i: Roadway Completion: Extend arterial and collector roadways, where feasible, to complete logical connections through and between neighborhoods.

Policy LUT-11.2: Services Within Walking Distance: Encourage neighborhood services within walking distance of residential uses.

Strategy LUT-11.2a: Services Within Walking Distance: Encourage neighborhood serving commercial and quasi-public uses, such as churches, schools, and meeting halls to locate within walking distance of residential uses.

Strategy LUT-11.2b: Safe Walking and Bicycle Routes: Work closely with schools to ensure safe and convenient walking and bicycle routes to schools for all students.

Access to Development

Goal LUT-12: Minimal traffic disruptions along commercial corridors and arterial roadways, and coordinated development of independent sites.

- Strategy LUT-12.1a: Shared Driveways, Access and Parking: Modify the zoning ordinance to encourage owners of non-single family residential and mixed-use properties to consolidate driveways, enter into access easements and share parking with neighboring properties, especially where uses have hours of peak parking demand that are different from each other.
- Strategy LUT-12.1b: Driveways: Ensure that driveways are a sufficient distance from intersections.
- Strategy LUT-12.1c: Parking Lot Design: Design parking lots to minimize impacts on the street system by providing adequate sized driveways, sufficient queuing and efficient circulation.

Strong Economy

Goal LUT-13: Strong and stable sources of City revenues while promoting an appropriate balance of land uses and a high quality of life in the City.

- Policy LUT-13.1: Variety of Uses: Attract and maintain a variety of uses that create an economic balance within the City while maintaining a balance with other community land use needs, such as housing and open space, and while providing high quality services to the community.
- Strategy LUT-13.1a: Hotels: Attract major hotels to Campbell as a convenience for local residents and businesses, as well as a tax generator for the community.
- Strategy LUT-13.1b: Business Retention and Attraction: Develop programs to retain and attract businesses that meet the shopping and service needs of Campbell residents.
- Strategy LUT-13.1c: Fiscal Effects of Land Use: Evaluate the fiscal effects of different land uses on City revenues and services.
- Strategy LUT-13.1d: Cost Saving Measures and City Services: Continue to put cost-saving measures into effect, while maintaining and improving the quality of City services.
- Policy LUT-13.2: Business and Activity Centers: Enhance the accessibility of Campbell's business and activity centers.
- Strategy LUT-13.2a: Downtown Parking: Provide sufficient parking in the Downtown area to address long-term (employee) and short-term (customer) parking.

Strategy LUT-13.2b: Downtown Parking Efficiency: Encourage parking strategies in the Downtown area that maximize the efficient use of parking.

Strategy LUT-13.2c: Identifiable Access: Ensure safe, easily-identifiable access to commercial and retail centers.

Strategy LUT-13.2d: Large Retailers on Hamilton Avenue: Encourage large retailers to locate along Hamilton Avenue and Bascom Avenue by maintaining large parcels, encouraging lot consolidation, and discouraging parcel adjustments that reduce lot sizes.

Area Plans and Special Project Areas

Pruneyard / Creekside Commercial District

Goal LUT-14: The Pruneyard/ Creekside Area as an active, connected “urban village” with a mixture of commercial, office, residential, entertainment and recreational uses functioning as a community and regional focal point.

Policy LUT-14.1: Area Plan: Develop an Area Plan for the Pruneyard / Creekside Commercial District.

Policy LUT-14.2: Development Intensities: Allow higher development intensities within the Pruneyard / Creekside area.

Strategy LUT-14.2a: Maximum Height: Allow new buildings and redeveloped buildings to develop at the maximum height in the Pruneyard/Creekside Area, subject to traffic and environmental constraints.

Strategy LUT-14.2b: Floor Area Ratio (FAR): Allow a maximum FAR of 2.0 for new development or redevelopment within the Pruneyard/Creekside Area.

Policy LUT-14.3: Physically Connected: Encourage new development in the Pruneyard/Creekside Area that is physically connected to existing development and oriented towards the creek trail with appropriate setbacks, and that provides logical connections and access to the creek trail.

Strategy LUT-14.3a: Campisi Way Extension: Encourage logical connections and accessibility by requiring developers to participate in the extension of Campisi Way to the Pruneyard site.

Strategy LUT-14.3b: Property Coordination: Encourage property owners to coordinate with each other in resolving parking, circulation and traffic system improvements.

Strategy LUT-14.3c: Development along Los Gatos Creek: Ensure that new projects or remodeling projects adjacent to the Los Gatos Creek participate in developing the creek

as a landscaped parkway and extend the landscape theme into creekside developments to enhance exposure to the creek, provide passive recreation (seating areas) and integrate the creek and new development.

Strategy LUT-14.3d: Links to Los Gatos Creek: Ensure that new development provides visual and pedestrian linkages with Los Gatos Creek.

Strategy LUT-14.3e: Landscape and Signage: Work with property owners to develop a consolidated landscape and signage theme to be developed to improve the area's image as a special and unique place.

Policy LUT-14.4: Parcel Consolidation: Encourage the consolidation of properties to obtain more logical building sites and coordinated development opportunities in the Pruneyard/Creekside Area.

Strategy LUT-14.4a: Floor Area Ratio: Allow sites of greater than 3 acres to maximize densities of up to 2.0 FAR for non-residential uses and up to a maximum residential density of 27 units per gross acre. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

Minimum Acres	Maximum FAR	Allowable Density Range
Up to .99	.30	Up to 8 du/acre
1.0 to 1.99	.50	8 to 16
2.0 to 2.99	1.0	8 to 21
3.0 and above	2.0	8 to 27

Strategy LUT-14.4b: Parcel Consolidation: Consolidated or larger parcels will also be permitted to mix residential and non-residential uses up to the maximum densities allowed.

Strategy LUT-14.4c: Density Bonus: A density bonus of up to 25% may be permitted for projects which provide below market rate housing or housing which meets a special community-wide need such as housing for the disabled or housing for the elderly.

Strategy LUT-14.4d: Parking Facilities: Joint use of parking facilities may be utilized with mixed-use development formats on larger parcels.

Policy LUT-14.5: Building Orientation: Orient buildings toward public streets. New buildings on corner lots should frame the intersection through the use of reduced setbacks where necessary for access, facades that incorporate prominent entries, windows, design details and landscaping.

Strategy LUT-14.5a: Residential Entries: Orient entries to residential units along a public street.

Strategy LUT-14.5b: Non-residential Entries: Orient entries of non-residential developments toward the public street and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-14.5c: Parking Lots: Encourage parking lots at the side of or rear of, or below buildings. Parking lots are strongly discouraged between buildings and the sidewalk.

Policy LUT-14.6: Mixed Residential and Non-residential Uses: Allow residential uses that are mixed whether horizontally or vertically with non-residential uses.

Strategy LUT-14.6a: Building Heights: Locate taller buildings toward Highway 17 and the center of the Pruneyard/Creekside area. Building heights should be reduced as building forms approach Hamilton Avenue, Bascom Avenue, Campbell Avenue and the Creek Trail.

Strategy LUT-14.6b: Ground Floor Retail Uses: Ensure ground floor retail uses on Bascom and Hamilton Avenues, with vibrant street level elevations.

Strategy LUT-14.6c: Decorative Features: Development projects should incorporate decorative features including plazas that incorporate amenities such as public art, special paving, tile, and fountains.

NOCA

Goal LUT-15: Mixed residential, office and retail commercial area functioning as an attractive gateway and complementing Downtown commercial activity (see NOCA plan in Appendix A).

Policy LUT-15.1: Parcel Consolidation: Encourage property owners to combine parcels into larger building sites to accommodate quality mixed-use developments.

Strategy LUT-15.1a: Allowable FAR: Allowable density for non-residential uses is up to 1.0 floor area ratio (FAR).

Strategy LUT-15.1b: Allowable Density: Allow residential development up to a maximum density of 20 units per gross acre, which will not be counted against the allowable floor area ratio.

Strategy LUT-15.1c: Allowable Density: Allow sites of greater than 3 acres to maximize densities of up to 2.0 FAR for non-residential uses and up to a maximum residential density of 27 units per gross acre. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

Minimum Acres	Maximum FAR	Allowable Density Range
Up to .99	.30	Up to 8 du/acre
1.0 to 1.99	.60	8 to 13
2.0 to 2.99	1.0	8 to 20

Strategy LUT-15.1d: Density Bonus: Allow a density bonus of up to 25% for projects that provide below market rate housing or housing that meets a special community-wide need (e.g. Disabled or the elderly).

Strategy LUT-15.1e: Shared Parking: Encourage the joint use of parking where there is a mixed-use development format on larger parcels.

Policy LUT-15.2: Residential facing Harrison Avenue: Ensure that developments that front Harrison Avenue are residential and in a format compatible with existing residential development on Harrison Avenue and surrounding the Civic Center.

Strategy LUT-15.2a: Density on Harrison Avenue: Ensure single-family residential densities up to 13 dwelling units per gross acre on development facing Harrison Avenue.

Strategy LUT-15.2b: Land Use: Allow the rear portions of properties fronting on Harrison Avenue to be developed with residential, office, commercial, or mixed-uses otherwise permitted in NOCA provided such development will not adversely impact adjacent uses.

Policy LUT-15.3: Building Orientation: Orient buildings to a public street.

Strategy LUT-15.3a: Residential Entries: Locate building entries facing the streets for all residential units located along a public street.

Strategy LUT-15.3b: Non-Residential Entries: Ensure that all non-residential developments are required to orient identifiable entryways toward public streets and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-15.3c: Corner-Building Placement: Ensure that new buildings on corner lots frame the intersection through the use of minimal setbacks, facades that incorporate prominent entries, windows, design details and landscaping.

Strategy LUT-15.3d: Parking Lots: Ensure that parking lots are at the side of, rear of, or below buildings. Parking lots should not be permitted between the buildings and the sidewalk.

SOCA

Goal LUT-16: Revitalize Downtown commercial, industrial and recreational areas and provide housing opportunities.

Policy LUT-16.1: Land Use: Allow commercial, industrial and / or residential land uses in accordance with the adopted plan for each sub-area (see SOCA plan in Appendix A).

Strategy LUT-16.1a: Floor Area Ratio (FAR): Allow a FAR of up to .50, except hotel/motel uses as allowed in the Expressway Commercial Area, in accordance with the SOCA plan.

Policy LUT-16.2: Building Orientation: Orient buildings to a public street.

Strategy LUT-16.2a: Residential Entries: Locate building entries facing the streets for all residential units located along a public street.

Strategy LUT-16.2b: Non-Residential Entries: Ensure that all non-residential developments are required to orient identifiable entryways toward public streets and provide street-level windows and glass front display bays for all street-level office and retail.

Strategy LUT-16.2c: Visibility: Ensure that Residential projects are designed to provide visibility into the core of the project where the project adjoins streets or the Los Gatos Creek Trail. Public parking for trail users is encouraged.

Policy LUT-16.3: Building and Site Design: Encourage high quality building and site design in the SOCA Area.

Strategy LUT-16.3a: Screening: Design and Landscape screen structures within SOCA area to minimize the perceived mass of the building as viewed from the Los Gatos Creek Trail and to enhance the project's appearance as viewed from Highway 17.

Strategy LUT-16.3b: Access to Los Gatos Creek Trail: Ensure the provision of public pedestrian/bicycle access points to the Los Gatos Creek Trail for new development and redevelopment in the SOCA Area.

Policy LUT-16.4: Circulation: Encourage logical circulation patterns.

Strategy LUT-16.4a: Roadway Extensions: Evaluate requiring new developments to contribute toward extending Dillon Avenue to Railway Avenue and relocation of the extension of Dell Avenue to improve circulation, provide emergency vehicle access, and to integrate projects in the SOCA area.

Policy LUT-16.5: Public Improvements: Encourage logical public improvements throughout the SOCA area.

Strategy LUT-16.5a: Public Improvements: Ensure that project applicants participate in SOCA area-wide improvements, as specified in conditions of approval.

Strategy LUT-16.5b: Light Rail: Encourage the development of the Vasona Light Rail extension on the Union Pacific Railroad right-of-way, including resident and employee serving Light Rail stations in the SOCA area.

San Tomas Area Neighborhood Plan

Goal LUT-17: Preserve the informal neighborhood character, low-density residential areas and reduce auto traffic.

Policy LUT-17.1: San Tomas Area Neighborhood Plan (STANP): Comply with the requirements of the STANP (see plan in Appendix A).

Strategy LUT-17.1a: Lot Sizes: Ensure that new development and renovation provides low-density residential development and encourage larger than minimum lot sizes.

Strategy LUT-17.1b: Landscaping: Ensure that new developments provide new tree planting, shrubs, greenery and other landscaping materials, and preserve existing trees and shrubs.

Strategy LUT-17.1c: General Plan/Zoning Amendments: Ensure that new General Plan or Zoning amendments of property

equal the predominant General Plan and/or Zoning designations of parcels contiguous to, or directly across a public right-of-way from the subject site.

Campbell Redevelopment Area

Goal LUT-18: Revitalization of the Central Campbell Redevelopment Project Area.

Policy LUT-18.1: Redevelopment Plan: Ensure that new development within the Redevelopment Project Area is consistent with the Redevelopment Plan.

Downtown

Goal LUT-19: A vibrant community oriented Downtown that serves as the retail, service commercial, cultural and historic center of the city.

Policy LUT-19.1: Campbell Downtown Development Plan: Ensure that new development within the Downtown Area complies with the requirements of the Campbell Downtown Development Plan (see plan in Attachment A).

Strategy LUT-19.1a: Mix of Uses: Encourage a compatible mix of uses (i.e. professional offices, services and retail uses) with ground floor retail uses.

Strategy LUT-19.1b: Pedestrian-Orientation: Reinforce East Campbell Avenue as a pedestrian-oriented retail street.

Strategy LUT-19.1c: Regulations and Standards: Examine current planning regulations and standards periodically of Downtown Campbell and areas adjacent to Downtown to ensure that proposed development will complement and enhance Downtown vitality.

Downtown Neighborhoods

Goal LUT-20: Traditional neighborhoods and home designs that complement Historic Downtown Campbell.

Policy LUT-20.1: Compatibility: Ensure that new residential developments are designed to blend with existing building forms and be predominantly detached single-family units, as appropriate.

Strategy LUT-20.1a: Detached Units: Ensure that development or redevelopment projects with more than 2 units consist of detached units with one and two-story building elements, when located in a predominantly single-family residential neighborhood. Ensure residential unit entries face the public street.

Strategy LUT-20.1b: Building Patterns: Ensure that new development is designed to blend in with the existing building patterns of the neighborhood. For example, if the

majority of the garages on the street are at the rear of the site, the new building should be designed to accommodate a rear garage.

Strategy LUT-20.1c: Downtown Neighborhoods Plan: Develop a Downtown Neighborhoods Plan that includes design guidelines that will help guide quality development.

Strategy LUT-20.1d: Residential Conservation: Prepare a study that identifies areas within the Downtown Neighborhoods that should be considered as being designated as a historic district, conservation district or other similar plan to preserve the character and context of downtown neighborhoods. Adopt the results of the study, where appropriate (in the form of a district or plan).

Strategy LUT-20.1e: Administrative Approval of Planned Development Permits: Evaluate the feasibility of administrative approval for Planned Development Permits for development projects in single-family residential Planned Development Zoning Districts that meet the design guidelines.

Policy LUT-20.2: Residential Character: Ensure that non-residential developments are designed to blend with the surrounding residential character and scale.

Strategy LUT-20.2a: Residential Character of Non-Residential Buildings/Uses: Ensure that properties designated for non-residential uses, such as offices on properties surrounding the Civic Center, retain the residential character and scale of development characteristic of the surrounding residential neighborhood. The development is to provide sufficient on-site parking, and landscape screening to minimize the commercial appearance of the use.

Open Space, Parks and Public Facilities

Open space, parks and public facilities in the City provide opportunities for a wide variety of active and passive recreation, organized activities and classes, education public services and social gatherings. A broad range of open space, park land and public facilities exist in Campbell — ranging from the Orchard City Green in the Downtown to the Los Gatos Regional Creek Trail that runs through the entire City.

The Open Space, Parks and Public Facilities Element of the General Plan includes goals, policies and strategies relating to regional and local open space, parks and public facilities. This Element meets the State requirement for the Open Space Element and serves to guide the comprehensive and long-range conservation of open space land. This Element also sets forth one optional element – the Public Facilities Element.

Open Space land is defined by State Law as any parcel or area of land or water which is essentially unimproved and devoted to an open space use and is also designated in a local, regional or State plan as open space for statutorily recognized open space purposes. The terms *essentially unimproved* are not defined by State law. For the purposes of this Element of the General Plan, essentially unimproved land includes outdoor park and recreation facilities, school grounds, outdoor athletic facilities, trails and other amenities intended to enhance the use and enjoyment of outdoor resources. Within the City of Campbell, open space land consists primarily of City and Santa Clara County parks and recreation facilities, school recreation facilities (i.e. sports fields), regional groundwater recharge facilities and creek corridors.

This Element emphasizes the provision of adequate open space, parks and public facilities and services to meet the needs of the residents of Campbell. Parks, schools and other public facilities play an integral part in creating a sense of community.

The City seeks to provide high-quality public services and facilities to its residents, businesses and visitors in a manner that maintains the small town character of Campbell. The City also strives to work effectively with other regional service providers and will continually look for opportunities to improve efficiency.

OVERVIEW

The Open Space, Parks and Public Facilities Element goals, policies and strategies serve to help achieve the community vision and community goals that were identified by the Campbell community through the Strategic Planning process. These goals are included in the Introduction.

Open space, parks and public facilities in Campbell that are safe, clean and comfortable will attract residents of all ages and become places that they will want to visit and use regularly. The City's open space, parks and public facilities, especially multi-use pathways and trails, are major contributors to the physical connection of Campbell and provide linkages between residences, schools and commercial and employment centers. They are a focal point for community involvement and are well-known landmarks that

provide a sense of community identity and pride. These parks and facilities increase the attractiveness of the City's residential neighborhoods and business districts with their well-maintained landscaping, modern play equipment and recreation facilities and comfortable outdoor furniture. These facilities contribute to the City's friendly, small town atmosphere by providing a destination where local residents can meet, visit and enjoy a wide variety of activities together. They are an important part of what makes Campbell a desirable place to live or work.

The Open Space, Parks and Public Facilities Element seeks to provide a variety of open space land in the City including public, private, passive and active open space. When implemented, the Element will accomplish the following objectives:

- Strive to provide three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities per 1,000 residents in the City;
- Strive to provide open space, parks, or recreation facilities within comfortable walking distance (one-half mile) of all City residents;
- Maintain and modernize existing open space, parks and public facilities;
- Offer a wide variety of Recreation and Community Service programs;
- Require ample open space and recreational areas within all types of residential developments;
- Provide substantial landscaped pathways and medians along major streets;
- Provide adequate well-maintained and efficient community facilities, including libraries and schools;
- Provide high-quality public services to residents and businesses; and,
- Provide properly functioning and efficient sewer and wastewater treatment facilities and storm drainage systems.

This Element maintains the existing standard of three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents that was set in the 1990 Open Space Element. The City will also strive to provide open space, parks and recreational facilities with one-half mile of all residents. This provision is made with the recognition that the City's ability to provide these facilities may be limited since the City is largely built out and has only small pockets of vacant or underutilized land. In some neighborhoods, there are no practical and affordable options to acquire new open space or parks or recreational facilities; however, the City will explore opportunities for acquiring new open space, parks or recreational facilities as opportunities arise. Several of the strategies contained in this element originated from the Open Space Implementation Plan, which was adopted in December 1993. These strategies constitute an "action program" of specific techniques the City intends to use in implementing its open space element. The Open Space Special Zoning is one of the main tools to do this.

Given the limitation for acquisition of new parkland, this Element places a high importance on the maintenance, modernization and renovation of existing open space, park and recreation facilities to ensure that they are efficiently utilized and keep pace with the evolving recreational demands of the community. The City will focus on

improving existing unimproved open space lands within the City, such as the Santa Clara Valley Water District Groundwater Recharge Facilities. If improved and fully accessible, these facilities would complement the City's open space, park and recreation resources by providing unique amenities and special facilities. This Element includes policies to increase regional coordination of park and open space improvements and renovations, establish joint use agreements with regional agencies to open public access to existing closed-access facilities and prioritize acquisition of surplus agency land if it becomes available.

OPEN SPACE, PARKS AND RECREATION FACILITIES

Open Space, Park Land and Recreation Facilities Inventory

Campbell currently contains over 250 total acres of fully accessible usable open space, parks and recreation facilities which includes City parks and special facilities, the County park and trail, Campbell Union School District facilities, one Santa Clara Valley Water District groundwater recharge facility that is improved and open to the public and one private open space area that provided a credit towards the City's park impact fee and dedication requirement. In this section, regional open space land, park land and recreation facilities are discussed first, City lands and facilities are discussed second, school open space and recreation facilities are discussed third and the distribution of lands and facilities within the City's Neighborhoods is discussed last.

Regional Open Spaces, Parks and Recreation Facilities

County Park Lands

The City of Campbell is fortunate to have both a Santa Clara County Park and a multiple-use County Creek Trail within its boundaries. The County regional park and trail includes a total of 53.8 acres in the City, of which 52.8 acres is usable open space, as shown in Table OSP-1. The Los Gatos Creek County Park is a ten-acre park. Casting ponds within the park are available for fly and plug casting. This park is currently in need of renovations and the City has set aside funding in its current CIP for a Park Master Plan that will be jointly prepared by the City and Santa Clara County.

A second unique County resource in Campbell is the Los Gatos Creek Trail. The multiple-use trail, which totals fourteen miles in length and runs through three cities, is an important link in the regional trail and park system. The trail stretches over three miles through Campbell. This trail attracts a large number of pedestrians, hikers, bicyclists and nature lovers. It connects to the 151-acre Vasona County Park in Los Gatos to the south and extends northward to Leigh Avenue in San Jose. In the future, the trail will extend to the Guadalupe River Park in downtown San Jose and will eventually link with the San Francisco Bay Trail. This trail is an excellent example of interagency cooperation and planning.

Santa Clara Valley Water District Groundwater Recharge Facilities

Six Santa Clara Valley Water District groundwater recharge facilities are also located in the City. These areas are shown in Figure OSP-1: Regional Open Space, Parks and Recreational Facilities. The Santa Clara Valley Water District owns and maintains 122.4 acres of groundwater recharge facilities located within the City. Water held in the

groundwater recharge ponds seeps or “percolates” through the earth’s layers under it reaches underground aquifers. Although the facility adjacent to the Los Gatos County Creek Trail is open for public use, the other five groundwater recharge facilities in the City are not currently available for public use or access. The City has set aside over \$280,000 in its current CIP for the improvement of the Hacienda Avenue Recharge Facility in 2003 that will add landscaping around the ponds, create a “demonstration pond” and provide pedestrian access from the adjoining residential neighborhoods to the southern pond through a joint use agreement. The City recently completed on the construction of a path around one of the ponds at the McGlincey Groundwater Recharge Facility adjacent to the new Edith Morley Park.



The path at Edith Moreley Park allows visitors to stroll around the Groundwater Recharge Facility

Table OSP-1: Existing Regional Open Space, Parks and Recreation Facilities

<i>Park or Facility Name</i>	<i>Acreage</i>	
	<i>Gross Area</i>	<i>Usable Open Space</i>
Los Gatos Creek County Trail	43.8	43.8
Los Gatos Creek County Park	10.0	9.0
Subtotal	53.8	52.8
Santa Clara Valley Water District Groundwater Recharge Facilities ¹	122.4	89.7
Total	176.2	142.5

1. The 89.7 acres of usable open space is adjacent to the Los Gatos County Creek Trail and includes a segment of the trail.

Santa Clara County Open Space Authority

In 1993, Campbell joined the Santa Clara County Open Space Authority (SCCOSA). The SCCOSA consists of seven elected Directors and a fifteen-member Citizens Advisory Committee. The Authority encompasses all areas in Santa Clara County except those that

are currently within the jurisdiction of the Mid-Peninsula Open Space District. The Authority has the power to acquire property and create assessment districts to fund the acquisition of and development of support facilities at open space property. Funding for the Authority is derived from a benefit assessment district on property within the Authority's boundaries. A portion of the assessment revenues is reserved for use by participating jurisdictions to supplement their open space acquisition and development efforts. The City may apply for the use of these funds for specific open space projects in the City.

City Facilities

The City owns and maintains a variety of open space, parks and recreation facilities. Parks provide facilities for athletic, community and social events and are valuable community resources that are used regularly by residents. These facilities include athletic fields, basketball courts, play equipment, tot lots, water play features, horseshoe pits, BBQ grills and picnic areas which can accommodate groups up to 150 people. In 1985, the City purchased the Campbell High School and rehabilitated it into the 165,000 square-foot Campbell Community Center, which contains several recreational facilities, including a gymnasium, pool, the Campbell Adult Center, a weight room and cardio center, meeting rooms, locker rooms and showers, athletic fields and a track. These parks and facilities are shown in Figure OSP-2: City of Campbell Open Space, Parks and Recreational Facilities.

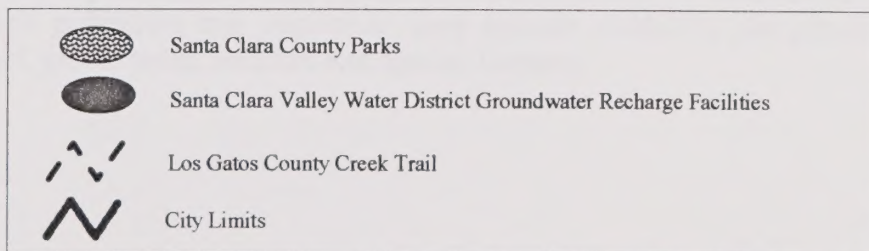
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Figure OSP-1:
Regional Open Space, Parks
and Recreational Facilities



Scale
1" = 3,000 ft.



Campbell
Community
Development
Department
2001

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The City recently completed major renovations to Virginia, John Morgan and Campbell Parks that were specified in the current *Park Improvement Implementation Plan*. A variety of new amenities for all ages were installed at these parks, including new play areas and equipment, swings, safety fencing, benches, lit basketball courts, wider paths, grass volleyball areas and water play areas. Landscaping was also replaced or added at the parks.

The City's newest park is Edith Morley Park, a four-acre park near the Campbell Technology Park off McGlincey Lane. The park includes a community garden with 39 plots, native plant and wildflower areas, picnic tables, water features and pathways. The park is adjacent to 2.2 acres of groundwater recharge ponds and public access is provided through a joint use agreement with the Water District.



Park Types

The City's parks, open space and recreation facilities include several types of parks and recreation facilities. The Campbell Municipal Code defines a park as any land held by a public entity, which is open to the public for recreation activities. The types of parks include:

- *Community Parks.* Community Parks are designed and maintained to serve the entire community. Amenities may include sports facilities, including basketball courts, ball fields, swimming pools, recreation buildings and other special use facilities. Additional amenities may include meeting rooms, gymnasiums, locker rooms and group picnic areas.
- *Neighborhood Parks.* Neighborhood parks are intended primarily to serve a small portion of the City and are usually within a comfortable walking and biking distance from residences. They may contain amenities such as children playgrounds, picnic facilities, natural/landscaped areas and multi-use open fields.
- *Passive Parks.* Passive Parks are small play areas and landscaped open spaces less than an acre in size. They are designed to provide recreation and aesthetic benefit, primarily in areas of high population density or commercial areas with high pedestrian use. Amenities may include children's playgrounds, plazas, turf, picnic areas, benches and special features.

Table OSP-2: City-owned Open Space, Parks and Recreation Facilities

<i>Park or Facility Name</i>	<i>Acreage</i>	
	<i>Gross Area</i>	<i>Usable Open Space</i>
Community Parks		
Campbell Community Center ¹	28.8	11.2
Campbell Park ²	4.9	4.9
Edith Morley Park ³	6.2	6.2
John D. Morgan Park ⁴	29.8	29.8
Subtotal	69.7	52.1
Neighborhood Parks		
Jack Fischer Park	4.1	4.1
Virginia Park ⁵	0.4	0.4
Subtotal	4.5	4.5
Passive Parks		
Ainsley Park	0.1	0.1
Gomes Park	0.1	0.1
Hyde Park	0.3	0.3
Orchard City Green	0.8	0.8
Subtotal	1.3	1.3
Special Open Space Facilities		
Campbell Historical Museum	1.6	0.6
Campbell Civic Center	4.5	1.2
Subtotal	6.1	1.8
Total Acreage, City-owned Parks	75.5	57.9
Total Acreage, All City-owned Facilities	81.6	59.7

1. Includes Latimer Avenue church parcel (not yet developed into usable open space).

2. Includes 1.44 acres owned by Santa Clara County but developed as part of Campbell Park.

3. Includes 2.2 acres of SCVWD groundwater recharge facility land that is adjacent to the park and developed with pathways.

4. Includes 5.6 acres of Campbell School District land covered by a joint use and maintenance agreement with the City that is not included in the School District open space count in Table OSP-3

5. Includes 0.14 acres owned by the Santa Clara Valley Water District that is accessible under a Joint Use Agreement.



Figure OSP-2: City of Campbell Open Space, Parks and Recreational Facilities



Scale
1" = 3,000 ft.



City of Campbell Open Space, Parks and Recreation Facilities



City Limits

Campbell
Community
Development
Department
2001

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Recreation and Community Services

The Campbell Recreation and Community Services Department provides and facilitates a variety of activities and programs which serve the needs of the City's residents and employees. Programs for youth include summer day and sports camp programs, dance, sailing, tennis, ice skating, gymnastics and martial arts instruction and special facilities such as the Temporary Skatepark Facility. Adult programs also include organized sports leagues, as well as fitness and dance instruction and health, wellness and computer classes. Mature adults may participate in a variety of arts, exercise and group activities at the Campbell Adult Center.

School Open Space and Recreation Facilities

The Campbell Union School District (CUSD) owns and maintains seven schools within the City limits. The Moreland School District owns one school in the City limits, Coventry School, which is currently closed and leased to a private school. One of the CUSD's schools, Dover, is also currently closed and leased to several private schools.

In December 1999, the City Council approved the Facilities Improvement and Joint Use Agreement with the Campbell Union School District. This Agreement covers eight schools- Castlemont, Rosemary, Dover, Hazelwood, Capri, Forest Hill, Campbell Middle and Rolling Hills Middle – but Castlemont School is not located within the City limits. The seven sites within the City contain a total of 88 acres, of which approximately 51 acres is usable open space – consisting of playing fields, ball courts, playgrounds and miscellaneous facilities that are available for use by youth sports groups and the public through the Facilities Improvement and Joint Use Agreement. This Agreement provides access to valuable resources that complement the City's neighborhood parks and recreational facilities. Local recreational leagues using school facilities include Campbell Little League, Campbell Bobby Sox and West Valley Soccer Club. See Figure OSP-3: School Open Space, Recreation Facilities and District Boundaries for the location of these sites.

The City has agreed to pay the District for improvements, including field improvements at Dover, Hazelwood and Castlemont and construction of a new rest room facility at Rosemary. Other improvements and renovations will be completed depending on availability of funds. The District will pay all costs of maintenance, operation and repair of improved facilities. The agreement has a five-year term, which is renewable for additional (unlimited) five-year terms upon mutual agreement. The City Recreation and Community Services Department has agreed to coordinate and monitor reserved community use of the District facilities.

Although school populations are currently increasing, it is possible that the Campbell Union or the Moreland School Districts may consider disposing of more surplus school sites in the future. The Naylor Act (Education Code § 17485- 17500) requires school districts to first offer to sell or lease surplus school property that consists of land which is used for school playground, playing fields, or other outdoor recreation purposes or open space land particularly suited for recreational purposes. This area must not exceed 30 percent of the total surplus school acreage and there must be no other available publicly owned land in the vicinity of the school site that is adequate to meet the existing and foreseeable need for useable open space and recreational facilities. These lands may be

sold to the City at a price that may be below the fair market value of the land. Although the exact percentage below the market rate may vary from site to site, the purchase cost must be at least 25 percent of the fair market value of the land.

Table OSP-3: School Open Space and Recreation Facilities

<i>School Name</i>	<i>Existing Acreage</i>	
	<i>Gross Area</i>	<i>Usable Open Space</i>
Campbell Union School District		
Campbell Middle	14.4	6.1
Capri	9.5	4.3
Dover ¹	9.3	6.3
Forest Hill	13.0	8.0
Hazelwood	10.0	5.8
Rolling Hills Middle	20.0	12.9
Rosemary	12.0	8.0
Subtotal	88.2	51.4
Moreland School District		
Coventry School ²	9.3	-
Total Acreage	97.5	51.4

1. Dover is currently leased to private schools but the school open space is available for public use under the Facilities Improvement and Joint Use Agreement.

2. Coventry School is currently leased to a private school. No portion is available for public use.

Privately Owned Open Space and Recreation Facilities

Privately owned open space supplements other park and recreation facilities in the City; however, access is usually limited to residents of the development or private members. These facilities include small tot lots in large residential developments and apartment complexes, swimming pools, cabana swim clubs, church playground facilities and outdoor eating areas. Two of the City's privately owned open space and recreation facilities are included in Table OSP-4; however, specific area calculations are not available for most resources. New residential projects may be eligible for up to a 50 percent credit off the park impact fees if they include specific types of on-site park amenities that will meet the needs of future residents. These amenities must cover at least an acre and are thus only likely to be included in large projects. Smaller projects may include smaller open space areas but will not be eligible for credit towards required park impact fees.

Table OSP-4: Privately Owned Open Space and Recreation Facilities

<i>Facility Name</i>	<i>Existing Acreage</i>	
	<i>Gross Area</i>	<i>Usable Open Space</i>
Canyon Creek Open Space	1.1	1.1
Cherry Blossom Park ¹	0.4	0.4
Total	1.5	1.5

1. Cherry Blossom Park was not counted towards the Park Land Dedication Requirement for the subdivision in which is located because of its small size and limited amenities.

Distribution of Parks and Open Space in City Neighborhoods

Ideally, all residents of Campbell should have access to a park facility within a reasonable walking distance of their residence. The City's policy is to strive to provide a park or school open space and recreational facility within a one-half mile (a 10-15 minute walk) of all residents. The current half-mile radii around the City's usable open space, parks and recreation facilities are shown in Figure OSP-4. Parks and schools located outside the City limits are shown on the Diagram since residents who live close to these publicly-accessible facilities use them.

As Table OSP-5 shows, several neighborhoods have a need for additional open space, parks and recreation facilities. However, some facilities are close to neighborhood boundaries and are used by residents in adjoining neighborhoods. This table should be compared to Figure OSP-4 to determine the areas of greatest need for additional parks or recreation facilities.

Table OSP-5: Park and School Usable Open Space and Recreation Facilities by Neighborhood

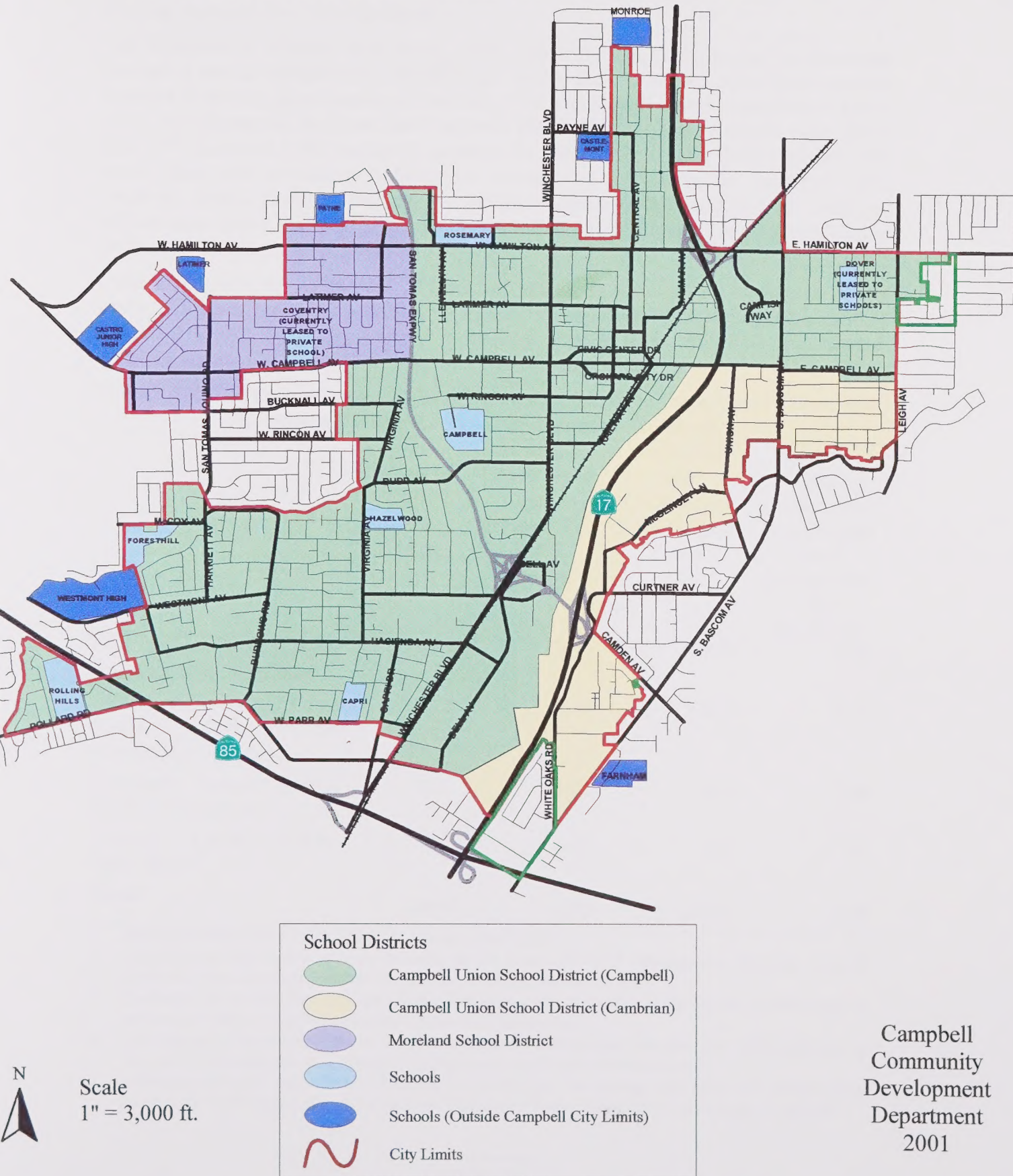
<i>Neighborhood¹</i>	<i>County Parks and Recreational Facilities</i>	<i>City Open Space, Parks and Recreation Facilities</i>	<i>Campbell Union School District Open Space</i>	<i>Total Acreage</i>
Central Campbell	31.8	49	14.1	94.9
East Campbell			6.3	6.3
North Campbell				
West Campbell				
Creekside/ Campisi	10.8			10.8
Dell	10.2			10.2
McGlincey		6.2		6.2
Pruneyard				
San Tomas		4.5	31.0	35.5
Union				
White Oaks				
Total	52.8	59.7	51.4	163.9

1. See Figure LUT-6: Campbell Neighborhoods

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Figure OSP-3: School Open Space, Recreational Facilities and District Boundaries



Open Space, Parks and Recreation Facilities Standard*Existing Acreage Per 1,000 Residents*

The adequacy of existing open space, parks and recreation facilities can be measured through a service standard that specifies the usable park or school open space acreage required to serve a given number of residents. City and County-owned usable open space, parks and recreation facilities and Campbell Union School District usable open space total 3.93 acres per 1,000 residents, as shown in Table OSP-6. Only these types of open space, parks and recreation facilities are included in calculating the ratio per 1,000 residents; public facilities that are not publicly-accessible are excluded. In addition, private open space that was given credit towards the Park Impact Fee and Subdivision Dedication Requirement is included.

Table OSP-6 also shows the ratio of improved and unimproved usable open space which totals 6.29 acres per 1,000 residents. This ratio is a significant increase over the ratio of improved usable open space since it includes the 89.7-acre SCVWD groundwater recharge facility that is adjacent to the Los Gatos County Creek Trail.

Table OSP-6: Existing Improved and Unimproved Usable Open Space, Park and Recreation Facility Acreage Per Thousand Residents

	<i>Improved Usable Open Space Acreage</i>	<i>Improved Usable Open Space Acreage Per 1,000 Residents¹</i>	<i>Improved and Unimproved Usable Open Space Acreage²</i>	<i>Improved and Unimproved Usable Open Space Acreage Per 1,000 Residents</i>
City Open Space, Parks and Recreation Facilities ³	57.9	1.52	57.9	1.52
County and SCVWD Open Space, Parks and Recreation Facilities	52.8	1.38	142.5	3.74
Campbell Union School District Open Space ⁴	38.1	1.00	38.1	1.00
Canyon Creek Private Open Space ⁵	1.1	.03	1.1	.03
Total	149.9	3.93	239.6	6.29

1. Based on a population of 38,138 (U.S. Census April 2001)

2. Unimproved open space acreage includes the 89.7-acre SCVWD Groundwater Recharge Facility adjacent to the Los Gatos County Creek Trail and a segment of the trail.

3. Excludes City-owned Special Open Space Facilities, since these do not qualify as neighborhood or community park or recreation facilities under the Quimby Act.

4. The acreage of school open space is a maximum of the set standard, one acre per 1,000 residents, or 38.1 acres, although the total acreage of school open space exceeds this amount.

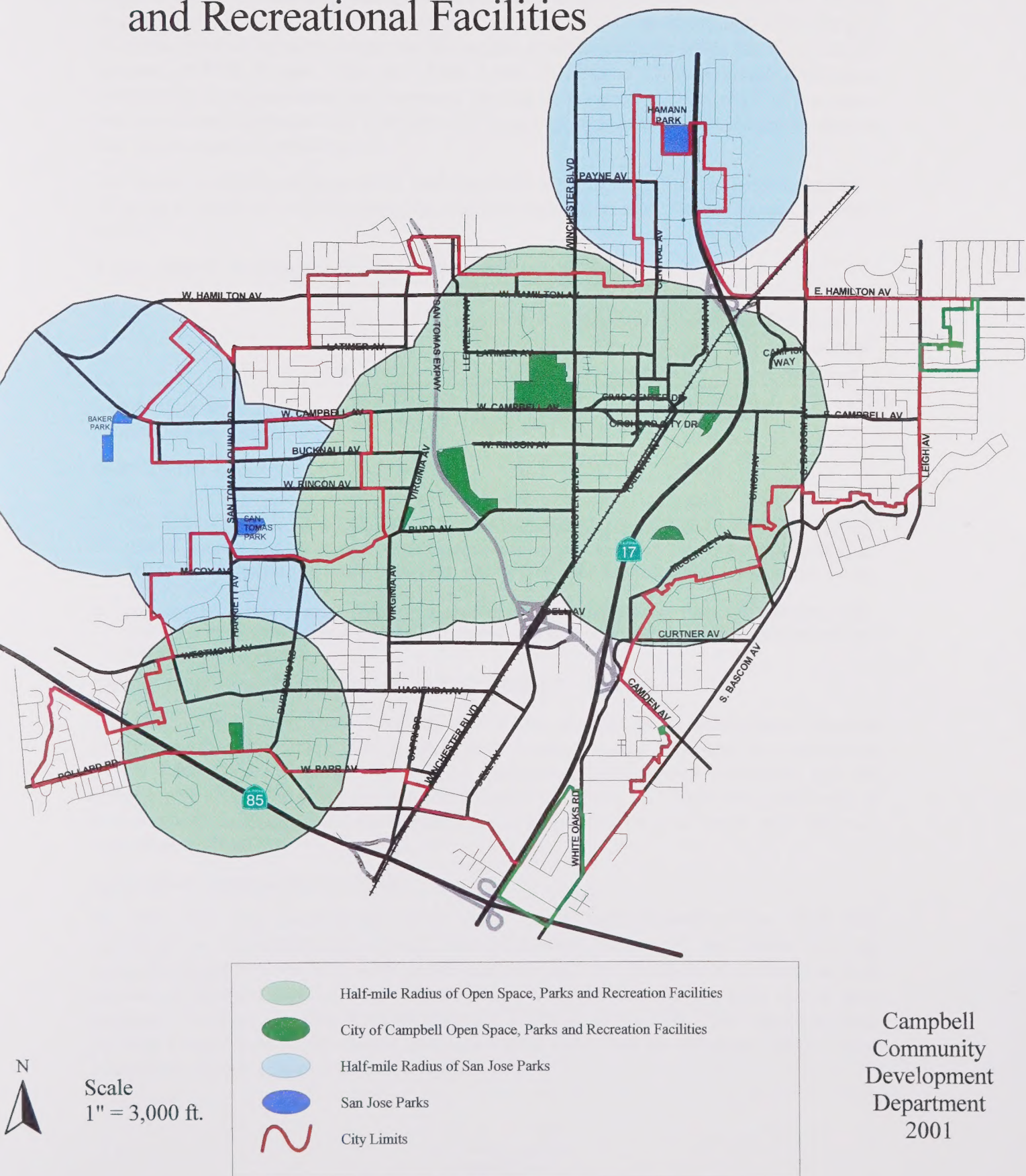
5. Although this open space is not available for public use, the acreage was used as a partial credit towards the Park Impact Fee and Park Land Dedication Requirement for the development project.

Although there are no State standards for parks, the Quimby Act (Government Code § 66477) allows local jurisdictions to establish standards, at a maximum of three (3) acres per 1,000 residents and to require residential subdivisions to provide land or in-lieu fees for developing new or rehabilitating existing neighborhood and community parks of the City, county, or local public agency or recreation facilities to serve the subdivision.

The City has set the open space standard at three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents.



Figure OSP-4:
Half-mile Radius for
Open Space, Parks, Schools
and Recreational Facilities



Under the Quimby Act (Government Code § 66477), the City of Campbell currently requires all new residential subdivisions to dedicate land or pay an in-lieu fee for the acquisition of new park facilities. However, the Quimby Act does not authorize charging such fees to developments which do not require a subdivision. In 1990, the City Council adopted a Park Impact Fees and Park Land Dedication Developments Ordinance, establishing a supplemental development fee that is assessed at a standard of four acres per one thousand persons and is required for approval of residential development projects that do not require a subdivision.

The need for additional open space, park land and recreation facilities is projected to be 14 acres at build-out with the projected buildout population of 41,946, as shown in Table OSP-7.

Table OSP-7: Buildout Open Space Demand

	<i>Standard (acres per 1,000 residents)</i>	<i>Total Acres Desired at Buildout¹</i>	<i>Existing Improved Usable Open Space Acreage²</i>	<i>Total Improved Acres Needed at Buildout</i>
Community and Neighborhood Parks	3.0	125.8	111.8	14.0
School Open Space	1.0	41.9	51.4	0
Total	4.0	167.7	163.2	14.0

1. The projected population at buildout is 41,946, which is based on the total addition of 1,600 housing units at buildout and assuming 2.38 persons per household at buildout. This is the total population based on 100 percent occupancy of housing units, which is the method used to assess in-lieu fee or land dedication requirements under the Quimby Act.
2. Includes the improved usable open space acreage at City Parks, County Parks and Canyon Creek (since it was partial credit towards the Park Impact Fee and Park Land Dedication Requirement for the development project).

1990 OPEN SPACE ELEMENT AND CURRENT PLANS

The City's 1990 Open Space Element led to the adoption of an *Open Space Element Implementation Plan* and a *Park Improvement Implementation Plan* and the amendment of the Park Impact Fees and Park Land Dedication Subdivisions Ordinance and the adoption of a Park Impact Fees and Park Land Dedication Developments Ordinance to secure additional funding for the acquisition and renovation of open space, park land and recreation facilities.

Open Space Implementation Plan

In 1993, The City adopted the *Final Open Space Implementation Plan*. This Plan identified an implementation strategy that prioritized the use of the Naylor Act and cooperative agreements with other public agencies and the initiation of discussions with the school districts and the Santa Clara Valley Water District for the joint use of their property. The Plan also directed preparation of a *Surplus School Site Plan*, which covered the San Tomas School (developed into Jack Fisher Park) and the Coventry School (now leased to a private school) sites.

Park Improvement Implementation Plan

The City adopted a *Park Improvement Implementation Plan* in 1997. This Plan included the funding sources and renovation concepts for John D. Morgan, Campbell and Virginia Parks.

Park and Open Space Funding

The costs for acquiring, developing and maintaining neighborhood and community parks increase every year. Specific cost estimates are not included herein since they would be outdated within a short period after adoption of the General Plan. The main source of funding for the acquisition and development of park and open space facilities is the Park Impact Fee Fund. The Fund grows in proportion to the amount of residential subdivisions and development in the City.

The City may consider a number of funding mechanisms to supplement the Park Impact Fee funds. These include:

- Redevelopment Tax Increment Funds for open space, parks and recreation facilities within the redevelopment project area;
- General Fund monies;
- Recreation Facilities User Fees;
- General obligation bonds;
- Capital Improvement Funds; and
- Special taxes.

Purchase of surplus school sites through the Naylor Act can significantly reduce the cost of acquiring additional park and recreation land. The park costs can further be reduced by continuing the Facilities Improvement and Joint Use Agreement with the Campbell Union School District and by contributing to joint development projects with other agencies.

The Lighting and Landscape District funds are currently used to finance street lighting, sidewalks and ground maintenance and may also be used to finance expansion of existing parks and the creation of new parks.

In the existing *Capital Improvement Plan*, three million dollars in Park Impact Fees and \$434,000 from the Winchester Drive-In Proceeds are set aside for park acquisition and development for the seven-year period between 2000 and 2007.

Table OSP-8: Current Capital Improvement Plan Park Projects, 2000-07

<i>Project</i>	<i>Total</i>
Park Acquisition and Development	\$3,434,000
Community Center Parking Lot and Stadium Improvements	\$300,000
Groundwater Recharge Pond Improvements	\$262,500
Total	\$3,996,500

Non-City Funds

Campbell has been able to obtain State grant and bond money in the past to pay for park and open space projects. The Santa Clara County Open Space Authority has a 20 percent

funding program for urban park projects that may include land acquisition, site development and/ or restoration and related direct capital costs. While it is difficult to predict when those funds will be available, the City should continue to pursue such sources when possible.

PUBLIC FACILITIES

City Hall

The Campbell City Hall is located in the downtown of the City near the Orchard City Green and Library. City Hall houses all the City departments, including the Police Department.

Special Facilities

The City, with the assistance of the Friends of the Heritage Theatre, plans to restore the Heritage Theater in the Community Center complex to provide a facility for local cultural events and productions. The restoration project is expected to cost approximately 8.5 million dollars. Once restored, the Theatre will fulfill a critical need for performance space in the region.

The City's Historical Museum and Ainsley House provide interpretive programs and exhibits for the community and educational groups.

Library Facilities

The Campbell Public Library at the Civic Center is one of nine Santa Clara County Community Libraries. Current circulation at the library is 12.79 books checked-out per City resident annually. The library features an on-line catalog and 24-hour phone renewal service for reading materials. Branch library facilities also include a bookmobile that stops at schools and children's centers, retirement homes, parks and community centers. The Library conducts programs for school, preschool and daycare groups as well as other types of groups, such as scouts or adult groups wanting talks on certain kinds of books or resources. In addition, there is a meeting room that is available to qualified groups for a small fee.

PUBLIC SCHOOLS

Three school districts operate in Campbell: the Campbell Union School District, the Moreland School District and the Campbell Union High School District (See Figure OSP-3).

The Campbell Union School District operates nine elementary, three middle schools and a charter school. The district encompasses Campbell, Los Gatos, Santa Clara, Monte Sereno, San Jose and portions of unincorporated Santa Clara County. The District also owns Dover School in Campbell, which is currently leased to three private schools. In 1998, 5,033 students attended the elementary schools and 2,874 students went to the middle schools.

The Moreland School District maintains seven elementary and two middle schools. In 1998, 4,632 students attended schools in the District.

The Campbell Union High School District operates five high schools (Branham, Del Mar, Leigh, Prospect and Westmont) and one alternative education high school (Blackford).

The District serves Campbell, San Jose, Los Gatos, Santa Clara, Saratoga and unincorporated portions of Santa Clara County. As of October 1999, there were 7,394 students in the Campbell Union High School District.

SEWER, STORM DRAINAGE AND WASTEWATER

The West Valley Sanitation District provides sanitary sewer collection services to approximately 110,000 persons residing in Campbell, Los Gatos, Monte Sereno, Saratoga and portions of the County. The District sewer collection system consists of 494 miles of pipeline, most of which lie beneath public rights-of-way. The system includes 315 miles of main and trunk sewers and 179 miles of sewer laterals, with about 100 miles of sewer pipelines in Campbell. More than half the connections in Campbell are single-family residences and about five percent are commercial and industrial properties. The type of sewer connection by jurisdiction are included in Table OSP-9: Sewer Connection Distribution by Jurisdiction.

Table OSP-9: Sewer Connection Distribution by Jurisdiction

	<i>Single Family Dwellings</i>	<i>Multi- family Dwellings</i>	<i>Commercial and Industrial</i>	<i>Total Connections</i>	<i>Total Population Served</i>
Campbell	8,656	6,635	877	16,168	38,900
Los Gatos	8,121	3,214	707	12,042	31,440
Monte Sereno	1,151	18	5	1,174	3,400
Saratoga	7,692	257	166	8,115	21,820
Unincorporated County	4,999	390	147	5,536	14,640
Total Connections	30,619	10,514	1,902	43,035	110,200

Source: West Valley Sanitation District, Annual Report: FY 1998-1999.

The Sanitation District contracts with the San Jose/Santa Clara Water Pollution Control Plant for wastewater treatment and disposal. Located in north San Jose, the plant treats wastewater from local municipalities and sanitation districts and discharges the treated wastewater into San Francisco Bay. The Sanitation District accounts for about 10 percent of plant treatment capacity. The District's current allocation is 13 million gallons per day.

Wastewater measurement in fiscal year 1998-99 showed the District flow to the plant at 10.5 million gallons per day, of which Campbell is estimated to contribute about three million gallons per day. Because only 1,600 housing units are projected to be added at buildout, sufficient capacity exists in the collection pipeline system and wastewater treatment plant to ensure continued adequate sewerage services to Campbell for the foreseeable future.

The District initiated a Septic System Abandonment Program to encourage property owners in the urbanized areas of the district to abandon their septic systems and connect to the public sewers. Under this program, the District designs and constructs the main and

lateral sewers in neighborhoods where residents have expressed interest in obtaining public sewer service. The District also offers ten-year financing to property owners who connect to sewers which have already been installed. This program is beneficial to many City residents who use septic systems.

Storm Drainage

The City operates and maintains a storm water drainage system and coordinates with surrounding jurisdictions and Santa Clara County to provide regional storm drainage for the Santa Clara Valley area. Drainage improvements are planned to enable additional development while preventing flooding. The drainage system consists of a series of inlets and pipes that channel storm runoff to various percolation ponds and Los Gatos and San Tomas Aquino creeks, which discharge into San Francisco Bay. Some of the City's storm drain system currently discharges into several groundwater recharge facilities; however, the City is working to reroute this discharge into the creeks.

As Campbell is almost built-out, runoff pollution is a significant concern, especially since samples taken from the South San Francisco Bay in 1997 identified copper, nickel, mercury, silver and selenium as "pollutant metals of concern." Since the City has few undeveloped areas where storm water can percolate into the ground, a large amount of storm runoff can occur. Runoff may contain pollutants including heavy metals, oil and grease, automobile discharge, household chemicals, pesticides and fertilizers.

In 1997, the Santa Clara Valley Water District, Santa Clara County and its 13 cities produced an *Urban Runoff Management Plan* establishing measures to reduce runoff pollution. Implementation of the plan is expected to reduce significantly the volume of runoff pollutants and hazardous materials entering local watercourses.

National Pollutant Discharge Elimination System

During and following heavy rains, materials discharged into a storm drain are carried directly to surface and ocean water. Because of the adverse effect of these discharges, the Clean Water Act requires that communities and industries obtain National Pollutant Discharge Elimination System (NPDES) permits to discharge storm water to urban storm sewer systems. The EPA also requires permits for storm water runoff from eleven different categories of industrial activities. These industrial activities include certain manufacturing facilities, wastewater treatment plants, hazardous waste treatment plants, hazardous waste treatment storage and disposal facilities and construction activities where there is a land disturbance of five acres or more.

The City is required under the Clean Water Act to obtain a NPDES municipal stormwater permit. Campbell's municipal stormwater permit is shared with the 13 cities of Santa Clara Valley, the County of Santa Clara and the Santa Clara Valley Water District who have joined together to create the Santa Clara Valley Urban Runoff Pollution Prevention Program. The overarching purpose of the program is to protect the beneficial uses of watersheds of the Santa Clara Valley and the South Bay, with an emphasis on pollution prevention and integrated watershed management. This program includes pollution control measure activities which reduce or eliminate pollutants in storm water to the maximum extent practicable. The keystone of this program is the *Storm Water Management Plan*. This Plan was first developed in 1991 and is updated every five years.

It focuses on desired results, such as reductions in specific priority pollutants and heavy metal concentrations in the Valley's streams and loadings to the South Bay as well as initiation of a comprehensive watershed management approach to pollutant reduction and resource protection.

GOALS, POLICIES AND STRATEGIES

The City-wide goals, policies and strategies in this Element concentrates on how Campbell will provide open space, parks and public facilities to meet the diverse needs of its residents. Policies also address the provision of open space or recreational facilities in new residential and non-residential development projects and the addition of amenities, such as landscaping and street trees, to enhance the City's streets as open space and recreation assets.

Open Space, Parks and Recreation Facilities

Goal OSP-1: Regional open space, parks and recreation facilities that are useful, attractive, well maintained and accessible to Campbell residents

Policy OSP-1.1: Regional Open Space, Parks and Recreation Facilities:
Support efforts to enhance, enlarge and provide public access to regional open space, parks and recreation facilities to meet the needs of Campbell residents.

Strategy OSP-1.1a: Santa Clara County Parks and Trails: Work with Santa Clara County and the Santa Clara Valley Water District to renovate and improve access to the Los Gatos Creek Trail and Los Gatos County Park

Strategy OSP-1.1b: Santa Clara Valley Water District: Work with the Santa Clara Valley Water District to provide public access and improvements to the Groundwater Recharge Facilities in the City and explore the possibility of a multiple-use recreational trail along San Tomas Aquino Creek.

Strategy OSP-1.1c: Santa Clara County Open Space Authority Acquisition Plan: Advocate that the Santa Clara County Open Space Authority include potential Campbell sites into its Acquisition Plan.

Policy OSP-1.2: Regional Public Agency Lands: Utilize appropriately located surplus public agency lands for open space, parks and recreation facilities as they become available.

Strategy OSP-1.2a: Surplus Public Agency Land Acquisition:
Acquire surplus public agency lands for open space uses where available if economically feasible

Policy OSP-1.3: Facilities Improvement, Maintenance and Use Agreements with Regional Agencies: Utilize a variety of techniques to increase, preserve or maintain regional open space facilities such as facilities improvement, joint maintenance or use agreements.

Strategy OSP-1.3a: Facilities Improvement, Maintenance and Use Agreements: Enter into facilities improvement, maintenance and use agreements with the County of Santa Clara, the Santa Clara Valley Water District and other public agencies to improve, maintain and increase access to these open space, park lands and facilities.

Goal OSP-2: Provide and maintain attractive, safe, clean and comfortable open space, park land and recreational facilities and programs for maximum community use, benefit and enjoyment.

Policy OSP-2.1: Park Standard: Strive to provide three acres of open space, park land and recreational facilities and one acre of school open space and recreational facilities for every 1,000 residents.

Strategy OSP-2.1a: Park Acquisition and Development Budget: Coordinate the budget for parks acquisition and development with the development of the *Capital Improvement Plan*.

Policy OSP-2.2: Maintain and Renovate Existing Open Space, Park and Recreation Facilities: Maintain and renovate existing open space, park and recreation facilities to improve their usefulness, safety and appearance.

Strategy OSP-2.2a: Park Improvement Implementation Plan: Update the *Park Improvement Implementation Plan* as necessary

Strategy OSP-2.2b: Park Improvement Budget: Coordinate the budget for park improvement projects with the development of the *Capital Improvement Plan*.

Strategy OSP-2.2c: School Recreation Facilities: Participate in joint renovation and improvement projects with the Campbell Union School District to improve school recreation facilities for joint use.

- Strategy OSP-2.2d: Outside Funding: Seek out and aggressively pursue all forms of federal, State, County, Santa Clara Open Space Authority, private foundation and endowment funding to assist in the acquisition, development and programming of park and recreation facilities.
- Policy OSP-2.3: Efficient Utilization: Ensure efficient utilization of open space and recreational facilities.
- Strategy OSP-2.3a: Park Utilization: Complete an analysis of open space, park and recreation facilities utilization in conjunction with the Park Needs Assessment and identify future park improvements or additional facilities in the *Park Improvement Implementation Plan* that would increase efficient park and recreation facilities utilization.
- Policy OSP-2.4: Maintenance Funding: Ensure that City financial resources will be available to operate and maintain open space and park sites prior to their acquisition or improvement.
- Strategy OSP-2.4a: Lighting and Landscape District: Consider utilizing Lighting and Landscape District funds to maintain park sites.
- Policy OSP-2.5: Park Design: Design safe and accessible open space, parks and recreation facilities.
- Strategy OSP-2.5a: Design Features: Require the incorporation of design features to increase the safety and accessibility of new or remodeled open space, parks and recreation facilities.
- Strategy OSP-2.5b: Art in the Parks: Consider adopting an "Art in the Parks" program to incorporate design guidelines and public art as part of any improvements.
- Policy OSP-2.6: Campbell Residents and Employees: Give priority to citizens who live or work in Campbell for enrollment in programs and for the use of City facilities.
- Strategy OSP-2.6a: Priority Enrollment: Continue to offer priority enrollment for Campbell residents

for impacted Campbell Recreation and Community Services classes and programs.

Strategy OSP-2.6b: Priority Reservations: Continue to offer first priority for reservations to Campbell residents and groups for recreational facilities.

Policy OSP-2.7: Youth Sports: Support the continuing operation of existing non-profit, youth sports groups, to the maximum extent possible.

Strategy OSP-2.7a: Sports Organizations: Work with coalitions of sports organizations to define mutually compatible facility needs and mechanisms for the development, construction, operation and maintenance of these sports facilities.

Policy OSP-2.8: Naylor Act: Utilize the City's Naylor Act rights to acquire surplus school land that is currently used for school playground, playing field, or other outdoor recreational purposes.

Strategy OSP-2.8a: Surplus School Property Plan: Update the *Surplus School Property Plan* that designate the sites for which the City intends to exercise its Naylor Act rights. If the City intends to purchase a portion of a school site, the Plan should specify the amount of land to be purchased and the proposed funding source(s). The plan should be updated as available sites change.

Strategy OSP-2.8b: Maximize Land Acquisition: Acquire the maximum allowed school open space land at the below market rate cost.

Policy OSP-2.9: Work with School Districts: Continue to cooperate with affected school districts to optimize the provision of open space on school sites identified for sale or lease, while considering the needs of the City and school districts.

Strategy OSP-2.9a: Disposition Agreements: Pursue agreements with local school districts regarding the disposition of school sites. The agreements may include provisions on the location and timing of sites to be disposed. The City should investigate the feasibility of granting transfers of development rights and/or

density bonuses to obtain open space facilities.

Policy OSP-2.10: Recreation and Community Services: Provide a wide variety of Recreation and Community Services programs to meet the diverse needs of Campbell residents as a means of improving their quality of life.

Strategy OSP-2.10a: Provision of Recreation and Community Services programs: Continue to support, provide and promote Recreation and Community Services programs, including special interest classes, to meet the recreational needs of the community.

Strategy OSP-2.10b: Community Involvement in Program Planning: Provide opportunities for community involvement in evaluating and programming recreational programs and services.

Strategy OSP-2.10c: Adult Center: Continue to provide specialized programs, services and resources to Campbell's mature population at the Campbell Adult Center.

Goal OSP-3: Ensure that new development provides and/or contributes toward additional open space, parks and recreational facilities.

Policy OSP-3.1: Standards for Residential Projects: Ensure the provision of private open space or recreational facilities in residential projects.

Strategy OSP-3.1a: Multi-family Units Ordinance: Adopt a townhouse, condominium and apartment ordinance that contains standards for private open space, play areas and recreation facilities based on the anticipated households size.

Strategy OSP-3.1b: Large Lot Zoning Districts: Retain provisions in the Zoning Code for residential parcels greater than the 6,000 square-foot minimum.

Policy OSP-3.2: Park Impact Fees: Continue to require new residential development to pay park impact fees to use for the acquisition and development of park land and recreational facilities.

- Strategy OSP-3.2a: Park Impact Fees: Utilize park impact fees for the acquisition and development of parks and recreation facilities.
- Policy OSP-3.3: Update Fees: Ensure that park development fees are periodically updated to accurately reflect the costs of park and recreation facility acquisition and development.
- Strategy OSP-3.3a: Update Fees: Update the City's Park Impact Fees periodically to keep pace with park and recreation facility acquisition and development costs and demographic changes.
- Policy OSP-3.4: Variety of Techniques: Utilize a variety of techniques to increase, preserve or maintain open space facilities in conjunction with development projects.
- Strategy OSP-3.4a: Joint Use Agreements with Private Parties: Explore opportunities for Joint Use Agreements with private parties to provide public use of open space, park, or recreational facilities.
- Strategy OSP-3.4b: Density Bonuses: Explore opportunities for providing density bonuses as an incentive to provide additional open space or recreation facilities in conjunction with a development project.
- Strategy OSP-3.4c: Retention of Existing Private Open Space and Recreation Facilities: Explore incentives to encourage the retention of existing private open space and recreation facilities.
- Policy OSP-3.5: Non-residential Open Space: Require open space and/or recreational facilities in major non-residential projects.
- Strategy OSP-3.5a: Standards for Non-residential Projects: Establish standards and/or incentives for the provision private open space areas and/or recreational facilities in conjunction with significant non- residential projects
- Strategy OSP-3.5b: Non-residential Park Impact Fee: Evaluate the appropriateness of a non-residential (for example, commercial or industrial uses) Park Impact Fee.

Goal OSP-4: Ensure that City streets function as open space and recreation assets in addition to their function as transportation corridors.

Policy OSP-4.1: Street Trees: Encourage planting and retention of street trees in landscaped street medians and along City streets.

Strategy OSP-4.1a: Street Tree Preservation: Enforce the City's street tree preservation ordinance.

Strategy OSP-4.1b: Street Tree Planting and Maintenance: Establish and maintain agreements with civic and community groups to plant and maintain street trees.

Policy OSP-4.2: Median Landscaping: Consider construction of landscaped medians on major City streets, where feasible.

Strategy OSP-4.2a: Medians Master Plan: Develop a master plan for landscaped medians on appropriate streets.

Policy OSP-4.3: Local Street Design: Design local streets not only to accommodate traffic, but also to serve as attractive and safe pedestrian and bicycle routes.

Strategy OSP-4.3a: Landscaped Areas: Provide significant landscaped areas, such as tree planting strips adjacent to the curb and between the street and sidewalk, along major arterials.

Strategy OSP-4.3b: Landscape Guidelines: Prepare landscape guidelines for development along arterial streets to enhance aesthetics and visual open space. The guidelines should include standards on landscape setbacks, plant materials, street trees, street furniture, sculptural elements and landscape themes.

Strategy OSP-4.3c: Streetscape Standards: Continue to implement the City's Streetscape Standards and update as necessary.

Policy OSP-4.4: Pedestrian and Bike Routes: Provide pedestrian and bike routes that link residential areas to open space, parks and recreation facilities to create a physically connected community.

Strategy OSP-4.4a: Continuous and Interconnected Routes: Require pedestrian and bike routes to be continuous and interconnected, where feasible.

Strategy OSP-4.4b: Access Points: Require multiple designated access points into bikeways and pedestrian routes to minimize conflict with pedestrian and traffic circulation.

Goal OSP-5: Attractive, well-maintained open space, park land and recreational facilities that are distributed throughout the City's neighborhoods.

Policy OSP-5.1: Prioritization: Prioritize acquisition and development of open space sites in neighborhoods which are deficient in open space and park acreage.

Strategy OSP-5.1a: Criteria for Acquisition: Evaluate open space, park and recreation facility acquisition opportunities as they become available using available funding, size of parcel and geographic location. Sites located in neighborhoods without adequate open space, parks or recreation facilities are highly desirable. This criteria should be updated as necessary. Additional criteria may include the following:

- Visibility to the public;
- Access;
- Site security;
- Optimization of existing resources;
- Maintenance costs;
- Availability for purchase or development;
- Service to Campbell residents;
- Financial feasibility;
- Proximity to open space in adjacent communities;
- Support for existing youth sports groups; and
- Partnership opportunities with other agencies or organizations.

Strategy OSP-5.1b: Acquisition Program: Update the open space acquisition program of the *Open Space Implementation Plan* that establishes neighborhoods with a high priority for acquisition of open space.

Strategy OSP-5.1c: Park Needs Assessment: Conduct an assessment of the City's open space, park and recreational needs that provides information on the types of open space, parks and recreation facilities that are needed in Campbell. The assessment should be used to guide operations, acquisition and improvement of new and existing parks. The assessment should be conducted at least once every five years and coordinated with the *Park Improvement Implementation Plan*.

Policy OSP-5.2: Access Standard: Strive to provide open space, parks or recreation facilities within one-half mile radii of all City residents.

Strategy OSP-5.2a: Open Space, Parks and Recreation Facilities Acquisition: Prioritize acquisition of open space, parks and recreation facilities in areas that do not currently have park land within a one-half mile, as shown in Figure OSP-4.

Public Facilities and Services

Goal OSP-6: Provide efficient and high-quality community services and facilities to meet the needs of City residents.

Policy OSP-6.1: Community Services: Ensure the delivery of efficient and high-quality City services.

Strategy OSP-6.1a: Coordination with Surrounding Jurisdictions: Cooperate with neighboring jurisdictions in providing municipal services where economies of scale are possible.

Strategy OSP-6.1b: Efficient and High-quality Customer Service: Explore the use of new techniques and processes to improve the efficiency and quality of service provided by City departments.

Strategy OSP-6.1c: Information Accessibility: Include information and provide on-line services on the City's website and telephone line to provide a 24-hour virtual City Hall.

Strategy OSP-6.1d: Changing Community Needs: Recognize and respond to the changing needs of the community for City services such as recreation programs, education and permits,

as well as usage of City facilities such as the Community Center and City Hall.

Policy OSP-6.2: Community Facilities: Ensure functional, attractive and well-maintained community facilities that serve Campbell's residents.

Strategy OSP-6.2a: New or Renovated Facilities: Design, construct or renovate facilities to ensure adaptability for changing community needs and on-going use.

Strategy OSP-6.2b: Aging Facilities: Renovate and modernize aging facilities to improve their usefulness and appearance and to maximize their potential life and avoid the high cost of deferred maintenance.

Strategy OSP-6.2c: Improvement Plans: Develop and implement long-term improvement plans for the maintenance, enhancement or restoration of City facilities, including the Community Center Master Plan. Consider creating design requirements of integrating public art into architectural and landscape enhancements.

Strategy OSP-6.2d: Accessible Facilities: Modernize City facilities to provide full accessibility to all residents and visitors, including those with disabilities.

Policy OSP-6.3: Public Spaces and Amenities for Community Gatherings: Ensure safe, convenient and attractive public spaces and amenities for community gatherings and activities.

Strategy OSP-6.3a: Features and Maintenance of Public Spaces and Amenities: Encourage community gatherings and individual use of public spaces and amenities by providing attractive landscaping, outdoor furniture, recycling and trash facilities and adequate maintenance of the facilities.

Strategy OSP-6.3b: Lighting: Ensure that all public spaces and amenities are sufficiently lighted to create a safe environment for nighttime gatherings, activities and pedestrian travel.

Goal OSP-7: Ensure adequate access to quality library facilities.

Policy OSP-7.1: Library Facilities: Ensure that library facilities offer City residents adequate opportunity to obtain knowledge and information.

Strategy OSP-7.1a: Provision of Library Facilities: Coordinate with the Santa Clara County Library System to provide adequate library facilities.

Strategy OSP-7.1b: Library Outreach Services: Encourage the Santa Clara County Library System and/or other appropriate agencies to provide library outreach services for seniors and the disabled who cannot visit library facilities.

Strategy OSP-7.1c: Funding Sources: Coordinate with the Santa Clara County Library System to provide funding for library facilities and activities, examining other potential funding sources, including County, State, federal and corporate and private contributions.

Public Schools

Goal OSP-8: Provide high-quality educational facilities and services for all students.

Policy OSP-8.1: Education: Support efforts by the Campbell Union and Moreland School Districts to maintain and enhance existing educational opportunities.

Strategy OSP-8.1a: Public Participation: Encourage public participation to help determine how best to utilize school impact fees.

Strategy OSP-8.1b: Coordination With School Districts: Coordinate with the school districts to address ways to prevent and avoid overcrowding of schools and to meet future educational needs.

Strategy OSP-8.1c: Needs of Youth: Work with the school districts and local service organizations to address the needs of all youth.

Sewer, Storm Drainage and Wastewater

Goal OSP-9: Properly functioning storm drainage system.

Policy OSP-9.1: Drainage Facilities: Ensure that drainage facilities convey storm runoff without polluting local watercourses.

- Strategy OSP-9.1a: Storm Drain Fees: Collect adequate fees to provide for maintenance of storm drainage facilities.
- Strategy OSP-9.1b: Regional Storm Drainage Facilities: Cooperate with surrounding jurisdictions and Santa Clara County to provide adequate regional storm drainage facilities.
- Strategy OSP-9.1c: Urban Runoff Management Plan: Implement *Urban Runoff Management Plan* standards and programs to ensure to the maximum extent practicable that receiving waters and ground water recharge basins are not polluted.
- Strategy OSP-9.1d: New Construction: Require new construction to utilize site preparation, grading and foundation designs that provide erosion control to prevent sedimentation and contamination of streams.
- Strategy OSP-9.1e: Postconstruction Pollution Control Measures: Require new construction projects to include postconstruction pollution control measures in site designs to prevent pollution.
- Policy OSP-9.2: NPDES: Comply with the federal Clean Water Act requirements for National Pollutant Discharge Elimination System permits
- Strategy OSP-9.2a: Storm Water Management Plan: Work with the Santa Clara Valley Urban Runoff Pollution Prevention Program to implement the *Storm Water Management Plan*.
- Strategy OSP-9.2b: West Valley Clean Water Program: Implement the Work Plan for the West Valley Cities, including implementing Campbell's *Storm Water Pollution Prevention Plan* and Best Management Practices.
- Goal OSP-10: Ensure efficient sewer and wastewater treatment.
- Policy OSP-10.1: Sewer And Wastewater Facilities: Ensure that sewer and wastewater facilities meet the needs of Campbell's residents.

- Strategy OSP-10.1a: West Valley Sanitation District: Continue to participate in the West Valley Sanitation District to provide sanitary sewer collection services for the City.
- Strategy OSP-10.1b: Adequate Sewage Treatment Capacity: Ensure that new growth does not exceed the availability of adequate sewage treatment capacity or predate the presence of necessary infrastructure.
- Strategy OSP-10.1c: Monitoring And Maintenance Of Infrastructure: Coordinate with the West Valley Sanitation District to provide for the monitoring and maintenance of existing wastewater collection infrastructure.
- Strategy OSP-10.1d: Existing Septic Tanks: Encourage existing septic tank users to connect to sanitary sewer systems and explore methods to require all existing septic tank users to convert to sanitary sewer systems.

Health and Safety

The Health and Safety Element identifies methods and resources for minimizing death, injury, property and environmental damage and economic and social disturbance resulting from natural and human-induced hazards. State law requires the Health and Safety Element to focus on fire, safety, flooding and seismic and geologic hazards. In addition to the State requirements, this Health and Safety Element also addresses police and fire services, aircraft overflight and hazardous materials and waste.

The City's role in ensuring public safety involves both daily operations and emergency preparedness. Tailoring public services to community needs is important to maintaining a high quality of life for Campbell residents. For example, because the presence of police officers in neighborhoods is vital to instilling a feeling of safety, the City controls and manages that service directly, while fire services are more efficiently provided by contract with Santa Clara County Fire Department.

Disaster preparation requires considering how potential hazards may be exacerbated by human alteration of the natural environment. Natural hazards that may affect the City include earthquakes and floods; human-induced hazards include fire, hazardous material storage and dam failure. Many health and safety risks associated with development can be avoided through the recognition of potential hazards and the application of appropriate mitigation measures. Implementing the goals and policies in this Element will help prepare the residents and workers in Campbell for potential catastrophes and allow the City to develop in ways that minimize public exposure to hazards.

In anticipation of both minor and major potential emergencies, the City conducts emergency preparation educational programs, drills and volunteer training. The City staffs and trains public safety officers to respond to potential emergencies and coordinate with neighboring cities, Santa Clara County and other agencies. The City works to ensure that recovery programs will run smoothly in the event of a disaster. These efforts include risk assessment and maintenance of critical facilities.

To minimize the impacts of hazards, City development regulations require structures to be built to withstand potential earthquakes, fires and/or flooding. The City strives to minimize public exposure to hazardous materials through strict regulation of local industries that utilize, store and transport such material. The City also provides public information regarding household hazardous waste and collection services.

EMERGENCY PREPAREDNESS

Campbell has adopted an *Emergency Plan* to help manage the local response to emergencies that could affect the City, in accordance with Government Code Section 8607, which aims to establish a uniform framework of emergency preparation and response Statewide. The primary goal of the *Emergency Plan* is to guide local decision-makers and emergency personnel in handling emergencies in Campbell, consistent with the State requirements and in coordination with other State and local agencies and plans. The Plan emphasizes preparedness in advance of emergencies and development of appropriate and timely responses to emergencies when they occur. The *Emergency Plan*:

- Establishes a framework for organizing and managing emergency response;
- Provides policies, responsibilities and procedures to protect persons, property and the environment; and,
- Sets forth concepts and procedures for field response, Emergency Operations Center activities and disaster recovery.

The Plan distinguishes three levels of emergencies:

- Level I A minor incident that can be handled by available local agencies and resources.
- Level II A moderate-to-severe emergency that may require regional or Statewide mutual aid to supplement local resources. A Local Emergency proclamation is likely and a State of Emergency may be proclaimed.
- Level III A major disaster in which local resources are overwhelmed and extensive State and/or federal assistance is required. Local Emergency and State of Emergency proclamations are likely and a Presidential Declaration of Emergency or Major Disaster may be requested.

The range of risks addressed by the *Emergency Plan* include (but are not limited to) civil disorder, dam failure, earthquake, fire, flood, hazardous materials spill, large scale (multi-casualty) traffic accidents, severe weather and terrorism. For each of these hazards, the Plan assigns potential risk (high, medium or low) and severity, along with the appropriate level of response. The Plan also contains a mutual aid agreement that establishes responsibilities at the operational (local), regional and State levels.

Roadways identified for evacuation routes include Hamilton Avenue, Bascom Avenue, Winchester Boulevard, Campbell Avenue, Highway 17 and the San Tomas Expressway. These streets have been identified as potential evacuation routes as they have been identified as routes for emergency vehicle signal preemption or are part of the "Silicon Valley Smart Corridor Project," a cooperative effort of 10 local agencies to address recurring and incident related congestion on the Highway 17/Interstate 880 Corridor.

These routes are designated because they would allow for the greatest amount of vehicular traffic. They will be evaluated as needed, and modified if they are found to be deficient. The approval authority for the designation of these routes the City's Director of Emergency Services. In an event that these routes are closed or impacted by the subject disaster, the Director of Emergency Services or an on-scene Incident Commander have the authority of designate new evacuation routes to bypass the closed roadways. The Santa Clara County Fire Department, the Santa Clara County Emergency Medical Services Agency, as well as other emergency services organizations will be notified of these evacuation routes via operable telecommunications systems. Police officers will also post the routes at the time of evacuation to ensure that they are visible to the public.

In September 2000, the City and the San Jose State University Foundation entered into a Memorandum of Understanding regarding a collaboration for disaster mitigation. This collaboration, which also includes the cities of San Jose and Sunnyvale, the Santa Clara County Emergency Preparedness Council, businesses and other non-profit organizations, aims to reduce the effects of and improve the economic recovery from natural disasters through more practical prevention efforts and more integrated responses. The

Collaborative will complete essential tasks such as assessing the benefits of new technology in risk reduction and emergency preparedness and recovery, providing professional development and training and developing cost-effective plans to reduce the effects of disaster.

Critical Facilities

Critical facilities provide emergency assistance after a major disaster. They include police and fire stations, schools, hospitals and evacuation routes. The Campbell Emergency Operations Center (EOC) is located at the Civic Center Complex. The City also has a mobile EOC. Both the EOC and the mobile EOC have the capability to link to the Statewide agency computer network.

PUBLIC SAFETY

Police

The Campbell Police Department operates from the Main Police Facility at City Hall. The Police Department also has a Neighborhood Police Center that is used for a public information center and drop-in point for on-duty police officers. The Department conducts a variety of policing and education programs, in addition to providing law enforcement, patrol and investigation services. In the case of a large-scale emergency, the Department abides by the terms of a mutual aid agreement with surrounding communities to share police resources.

The Police Department employs 46 officers and 17 administrative employees. The Department maintains performance standards for response times, attempting to arrive at emergency scenes within five minutes of dispatch 95 percent of the time and at non-emergency scenes within 20 minutes of dispatch 90 percent of the time.

Property-related incidents (the majority of reported crime in Campbell) are expected to increase as population grows, as are vandalism and general gang activity. Locally high traffic volumes are anticipated to continue to produce frequent citations and accidents.

The Police Department runs the Neighborhood Watch law enforcement program. In addition, officers that are not responding to service calls patrol Special Enforcement Areas to address specific community problems. The Department runs a Drug Resistance Education Program (DARE) at local elementary schools and additional programs for at-risk youth have been implemented. Officers spend increasingly more time making contact with the public in shopping centers, parks and neighborhoods not only to enhance enforcement, but also to engage in proactive information sharing.

The Department employs current communication and information technologies and operates modern, well-maintained vehicles and equipment. A number of capital improvements are proposed in the future to help increase efficiency, including extensive remodeling of facilities.

Fire and Emergency Services

Since 1993, the City has contracted with Santa Clara County Fire Department for fire and emergency medical services. The Fire Department operates two stations and a training facility in Campbell, with 20 of its 275 personnel in the City. The distance between these

stations and most of the City is less than 1.5 miles, the optimum maximum distance for emergency response.

In addition to fire protection, the Department undertakes fire prevention and public education programs, including earthquake preparedness, CPR training and first aid. The Department responds to vehicle accidents, calls for rescue and hazardous materials incidents. All engine companies provide paramedic service, attempting to achieve response times of five minutes or less. The Department also offers hazardous material and premises inspections for businesses. The City also benefits from the depth of resources available through County Fire Department's regional system.

The City presents a wide range of fire risks, including high-rise structures, multi-story apartment buildings and hazardous materials storage and use. Still, fires comprise an increasingly smaller portion of Department workload (only about 6%), as older buildings are replaced with newer, more fire-resistant structures. Fires in grass/brush areas and single family homes together account for about one-quarter of fire responses. Vehicle fires are the most common fire type, but emergency medical aid, including at traffic accidents, comprises the majority of Department calls.

The City helps to minimize fire hazards by regulating building construction and site planning through the Zoning Ordinance, the California Fire Code and the California Building Code. Many new businesses and residences have been equipped with fire sprinklers and detection systems. Annual inspections by the County Fire Department and the City help ensure compliance with fire protection standards. Water supply for fire suppression is provided by the San Jose Water Company, which owns and operates the water distribution system serving the City.

GEOLOGIC AND SEISMIC HAZARDS

Campbell is subject to the effects of earthquakes due to its location at the tectonic boundary between the Pacific and North American Plates. The movement of these plates leads to the accumulation of strain energy in the crustal rocks of the Bay Area. The release of strain energy by the sudden movement of a fault creates earthquakes. Several active faults in the Bay Area region create a high likelihood of future seismic events affecting Campbell. Recognition of the likelihood of these events and preparation for the potential effects of them is necessary to reduce the potential damage to life and property.

On the basis of research conducted since the 1989 Loma Prieta earthquake, the United States Geological Survey² (USGS) and other scientists conclude that there is a seventy percent ($\pm 10\%$) probability of at least one magnitude 6.7 or greater quake, capable of causing widespread damage, striking the San Francisco Bay Area region before 2030, as shown in Table HS-1. There is a 21% chance of one magnitude 6.7 or greater earthquake created by the San Andreas Fault before the year 2030 (see Figure HS-3). The probability of at least one smaller (magnitude 6.0 to 6.7) earthquake in the Bay Area before 2030 is estimated to be at least eighty percent. Earthquake probabilities are based on balancing the continual motions of the plates that make up the Earth's outer shell with the slip on faults, which occurs primarily during earthquakes. To determine Bay Area region

² U.S. Geological Survey Open File Report 99-517: Earthquake Probabilities in the San Francisco Bay Area 2000-2030: A Summary of Findings. <http://geopubs.wr.usgs.gov/open-file/of99-517/>

earthquake probabilities, the USGS Working Group gathered new data, developed analytical tools and debated a wide variety of interpretations about how future earthquakes may occur.

The San Andreas Fault, the Hayward-Rodgers Creek Fault and the Calaveras Fault pose the greatest earthquake threat, because they have high quake odds and run through the Santa Clara Valley region's urban core. However, there are also smaller faults located closer to Campbell that also have the potential to cause earthquakes.

The San Andreas Fault zone to the southwest in the Santa Cruz Mountains has been the source of several large earthquakes in California, including the 1989 Loma Prieta earthquake. The San Andreas Fault is located just eleven kilometers from the Campbell City Hall and is a 1997 Uniform Building Code Type A Fault (UBC Table 16-U). The Maximum Magnitude is 7.9 moment magnitude. The geologic slip rate is 17 (+/- 3) mm per year. The possible shaking intensity of a moment magnitude 7.2 earthquake on the Peninsula- Golden Gate segment of the San Andreas Fault is shown in Figure HS-1.

Table HS-1: Probability of At Least One Magnitude 6.7 or Greater Earthquake Before 2030

<i>Fault system</i>	<i>Probability</i>
San Gregorio	0.10
San Andreas	0.21
Hayward-Rodgers Creek	0.32
Calaveras	0.18
Concord-Green Valley	0.06
Greenville	0.06
Mount Diablo	0.04
Background	0.09
Regional Aggregate	0.70

Source: U.S. Geological Survey Open File Report 99-517: Earthquake Probabilities in the San Francisco Bay Area 2000-2030: A Summary of Findings

The Hayward-Calaveras fault system to the east in the Diablo Mountain has the potential to cause earthquakes that could affect Campbell. The possible shaking intensity of a moment magnitude 6.9 earthquake on the Southern Hayward Fault is shown in Figure HS-2. This figure projects strong ground shaking within the City of Campbell.

The Shannon-Monte Vista Fault extends through southwestern Campbell, as shown in Figure HS-4. This fault runs a length of 53 (+/- 5) km and has a Maximum Magnitude of 6.8 moment magnitude. The slip rate is measured at 0.4 (+/- 0.3 mm/year). It is a UBC Table 16-U Type C Fault.

Campbell General Plan

The Sargent-Berrocal Fault System is located to the south of Campbell in Los Gatos. This fault has a Maximum Magnitude of 6.8 moment magnitude. The geologic slip rate is 3.0 (+/- 1.5) mm per year. It is a UBC Table 16-U Type B Fault.

There are no Alquist-Priolo earthquake fault zones in the City of Campbell.

Figure HS-1: Shaking Intensity of a Peninsula-Golden Gate San Andreas Quake Magnitude 7.2

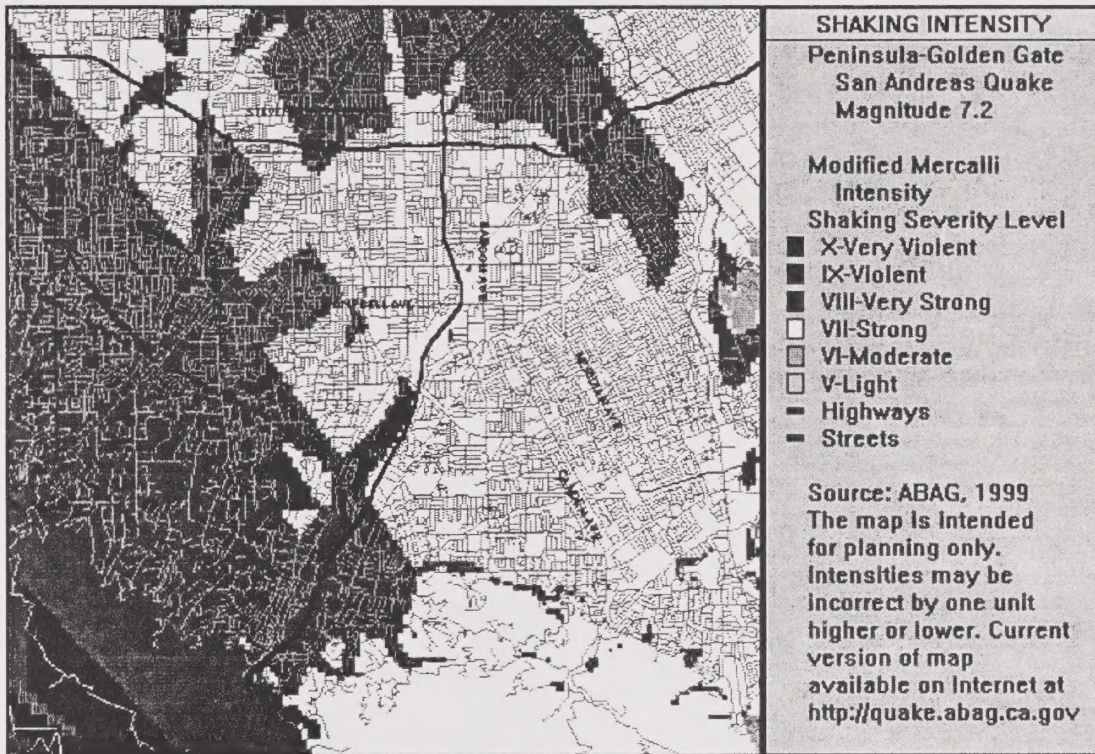
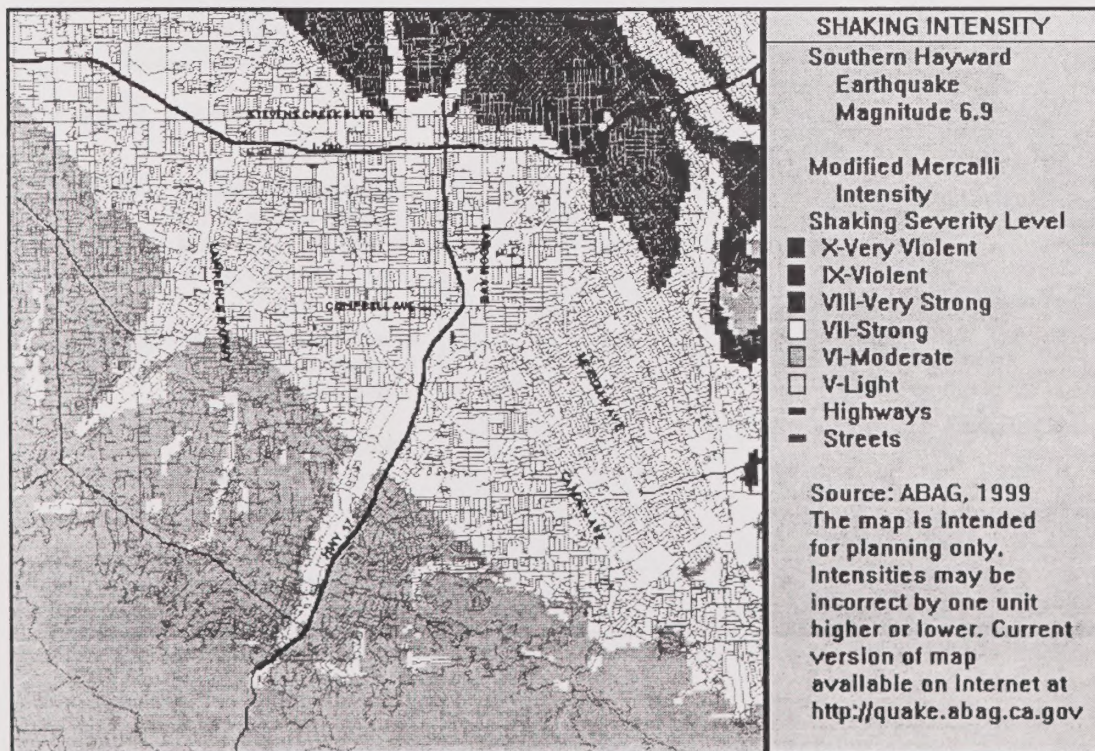
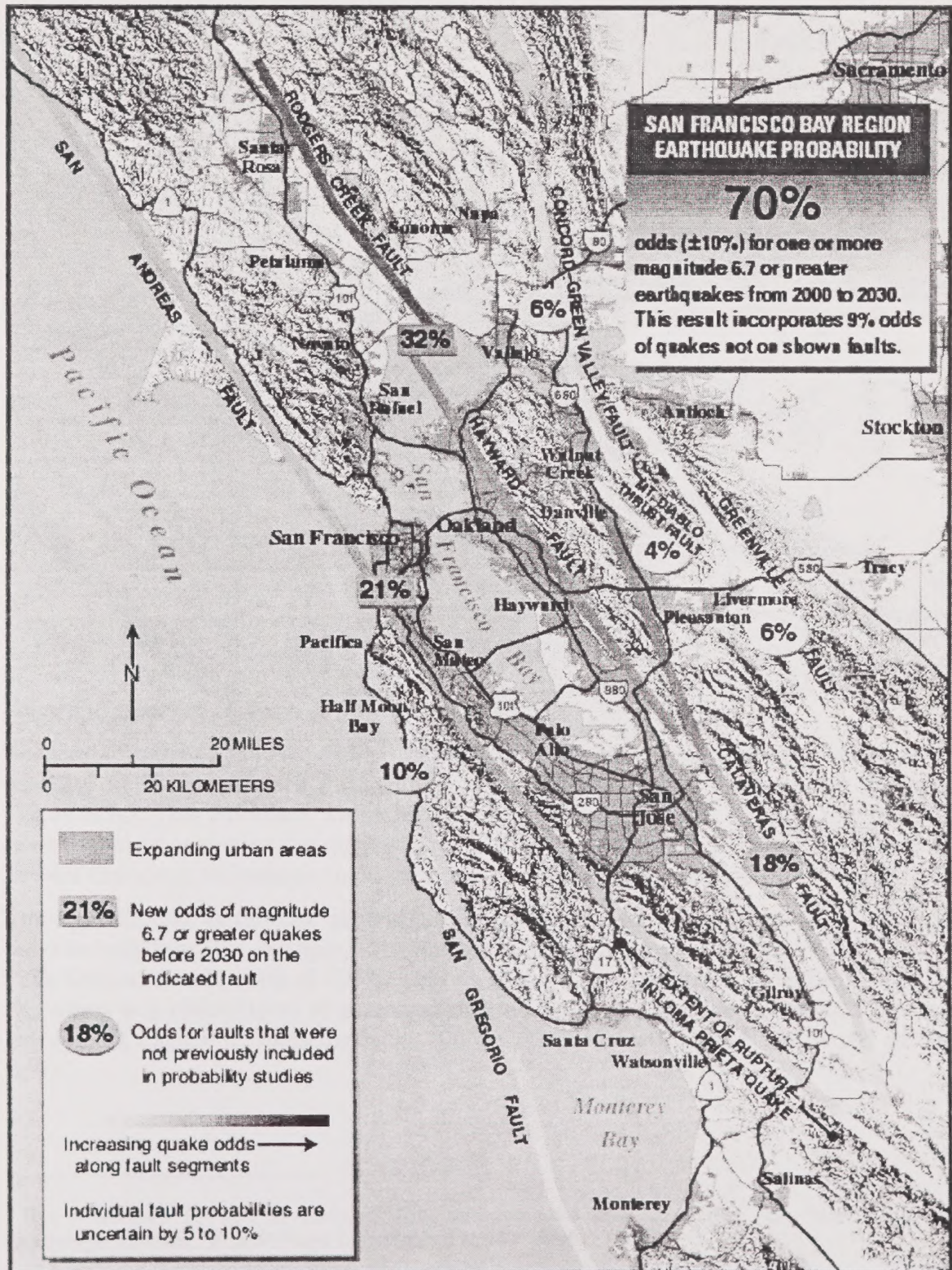


Figure HS-2: Shaking Intensity of a Southern Hayward Earthquake Magnitude 6.9



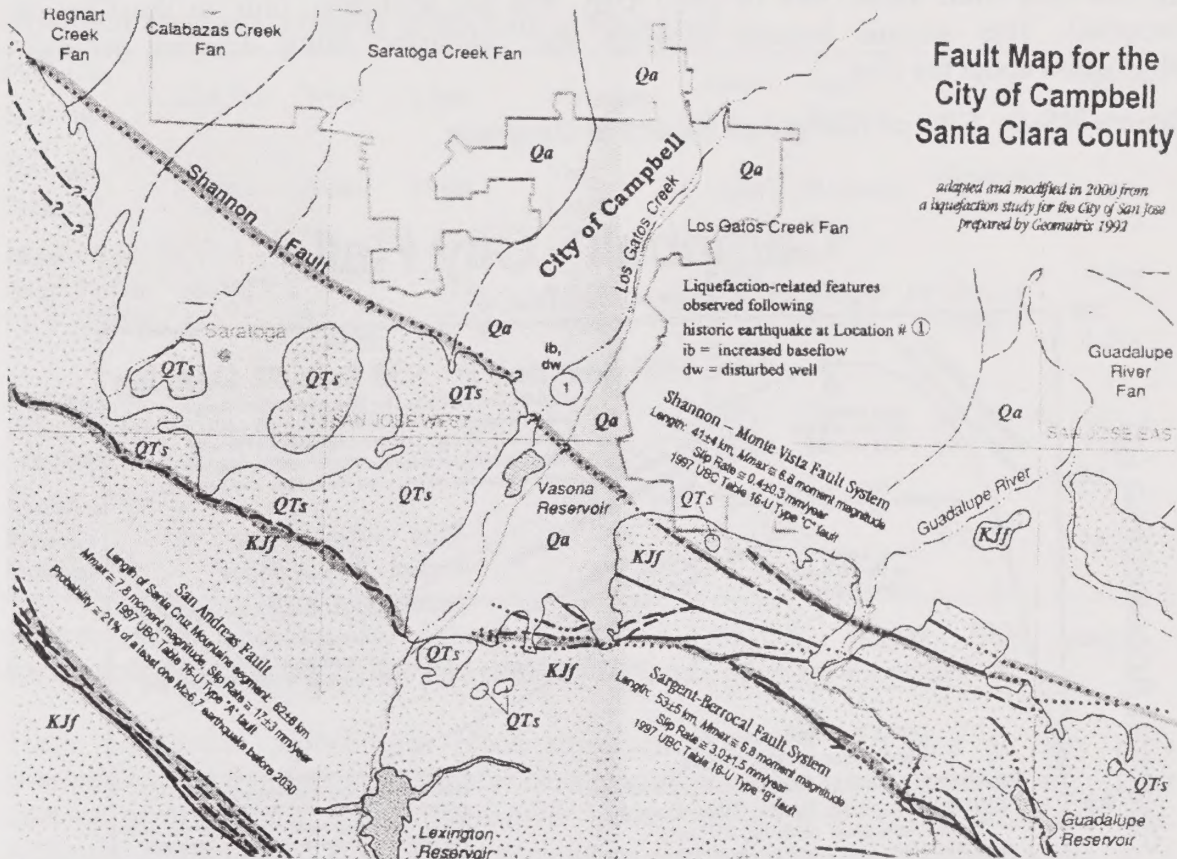
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Figure HS-3: San Francisco Bay Region Earthquake Probability



Source: U.S. Geological Survey Fact Sheet 152-99: Major Quake Likely to Strike Between 2000 and 2030. <http://geopubs.wr.usgs.gov/fact-sheet/fs152-99/>

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Figure HS-4: Faults Within and Near the City of Campbell

Source: California Division of Mines and Geology

The design basis earthquake ground motion for commercial and residential structures in the City of Campbell³ is a Peak Ground Acceleration (PGA) of $0.64g$ ⁴, as shown in Figure HS-5. This correlates with a Modified Mercalli Intensity of VIII to IX, which is a severe level of perceived shaking and moderate to heavy damage potential. There is a 10 percent chance of exceedance in 50 years and a statistical return period of 475 years⁵.

The upper-bound earthquake ground motion for public schools, hospitals and essential services buildings (for example, City Hall and Fire Stations) in the City of Campbell is a Peak Ground Acceleration of $0.80g$. This correlates with a Modified Mercalli Intensity of IX, which is a violent level of perceived shaking and heavy damage potential. There is a ten percent chance of exceedance in 100 years and a statistical return period of 949 years⁶.

³ Site coordinates for City of Campbell City Hall computed from USGS San Jose West 7½-minute Quadrangle Latitude: 37.288° North Longitude: 121.943° West

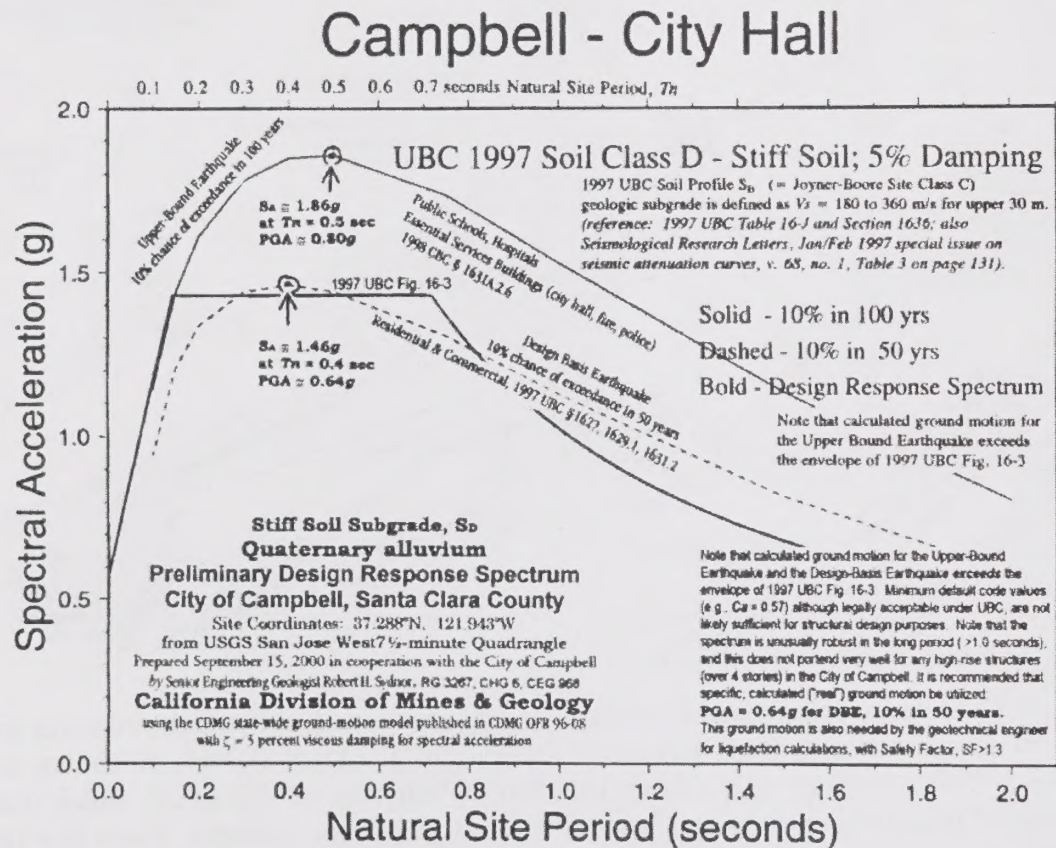
⁴ California Division of Mines & Geology, Robert Sydnor, September 15, 2000

⁵ 1997 Uniform Building Code §1627, §1629 and §1631.2

⁶ 1998 California Building Code §1631A.2.6 and 1998 California Building Standards Administrative Code §7-111

These calculations are based on the geologic subgrade classification of alluvium (Type S_D stiff soil) from Table 16-J of 1997 UBC and are applicable only to the City of Campbell. This seismic hazards analysis was calculated using detailed geologic information about the City.

Figure HS-5: City of Campbell Spectral Diagram



Source: California Division of Mines and Geology

The geologic formations in the City of Campbell range in age from Holocene to Pleistocene. Approximately 85 percent of the City is underlain by Holocene alluvial fan deposits. These deposits have a low susceptibility to liquefaction. There is a small occurrence of Pleistocene fluvial terrace deposits in the southwestern portion of the City. These terraces grade to Pleistocene alluvial fan surfaces. Holocene Fluvial deposits are located along the narrow channel of the Los Gatos Creek and the percolation basins south of Camden Avenue. These deposits overlie alluvial sediments of Pliocene to Pleistocene age and interfinger with alluvial fan and estuarine sediments of Holocene age. They have a moderate susceptibility to liquefaction and lateral spreading.

Table HS-2: Relationships Between Peak Ground Acceleration, Peak Ground Velocity and Modified Mercalli Intensity in the City of Campbell

Perceived Shaking	Not Felt	Weak	Light	Moderate	Strong	Very Strong	Severe	Violent	Extreme
Damage Potential	None	None	None	Very Light	Light	Moderate	Moderate to Heavy	Heavy	Very Heavy
Peak Acceleration (g = gravity)	<0.0017 g	0.0017 g – 0.014 g	0.014 g – 0.039 g	0.039 g – 0.092 g	0.092 g – 0.18 g	0.18 g – 0.34 g	0.34 g – 0.65 g	0.65 g – 1.24 g	> 1.24 g
Peak Velocity (cm/sec)	< 0.1	0.1 to 1.1	1.1 to 3.4	3.4 to 8.1	8.1 to 16	16 to 31	31 to 60	60 to 116	>116
Modified Mercalli Intensity	I	II-III	IV	V	VI	VII	VIII	IX	X

Source: EERI Earthquake Spectra, vol. 15, no. 3, August 1999, pages 557-564
 Earthquake Engineering Research Institute, Oakland, CA www.eeri.org

These earthquake probabilities place an urgency on the City and all Bay Area communities to continue preparing for earthquakes. Earthquakes can produce significant damage over localized areas, particularly if they occur in a heavily urbanized area. Although earthquakes can inflict damage at to buildings and infrastructure at a considerable distance, shaking will be very intense near the fault rupture. Less likely damage results include dam failure and associated flooding.

Within Campbell, earthquake damage to structures can be caused by ground rupture, near-field effects, liquefaction and ground shaking. Damage associated with ground rupture is normally confined to roads, buildings and utilities within a narrow band along a fault. The primary earthquake hazards are groundshaking (acceleration of surface material) and liquefaction (sudden loss of soil strength due to the upward migration of groundwater as a result of groundshaking). Liquefaction in Campbell is most likely to occur in the areas with fine-grained alluvial soils.

Unreinforced masonry buildings are extremely susceptible to groundshaking. The 1989 City Unreinforced Masonry Ordinance established a mitigation program for ten potentially hazardous buildings identified in the City (see Table HS-3). Engineering analyses have been conducted on many of these and subsequent structural strengthening has taken place on one of the buildings (415 E. Campbell Avenue).

Table HS-3: Unreinforced Masonry Buildings, 1990

<i>Address</i>	<i>Use</i>
340 / 350 East Campbell Avenue	Office / drafting
354 East Campbell Avenue	Retail / sports
360 East Campbell Avenue	Retail / nail care
381 East Campbell Avenue	Office
384 / 394 East Campbell Avenue	Retail / restaurant
400 East Campbell Avenue	Theater
409 / 415 East Campbell Avenue	Office / retail
412 / 416 East Campbell Avenue	Retail / computers
226 Railway	Office
2096 S. Winchester	Retail / motorcycles

Source: City of Campbell, Emergency Plan, revised 1997.

Minimizing seismic risk begins with requiring new construction and remodels to incorporate engineering features to strengthen the building to be able to withstand severe groundshaking. The next line of defense is proper emergency planning to help minimize loss of life and property and speed recovery when an earthquake occurs.

The 1990 Seismic Hazards Mapping Act and related regulations establish a Statewide minimum public safety standard for mitigation of earthquake hazards. This means that the minimum level of mitigation for a project should reduce the risk of ground failure during an earthquake to a level that does not cause the collapse of buildings for human occupancy, but in most cases, not to a level of no ground failure at all. The Seismic Hazards Mapping Act mandates that the City must regulate certain development projects within the designated Seismic Hazards Zones and withhold development permits for sites within the Zones until geologic or soils investigations are conducted and appropriate mitigation measures are incorporated into development plans.

The Seismic Hazards Mapping Act requires the State Geologist to prepare Seismic Hazard Zone Maps. This Map is currently being developed for the City of Campbell (San Jose West USGS Quad) using a combination of historic records, field observations and computer-mapping technology. The Map will identify areas where, prior to retrofitting, reconstruction, or construction of new structures, the City should take extra precautions to minimize exposure to potential future strong ground shaking. These precautions include requiring conduct geologic investigations to identify and mitigate the seismic hazards prior to development.

FIRE HAZARDS

Campbell may be affected by vehicle, structural and brush fires that can threaten life and property. Vehicle fires, the most common, tend to occur in conjunction with traffic accidents. Brush fires may occur due to natural or human causes on vacant lots where accumulation of weeds has increased the fuel load. Structural fires, most likely in buildings constructed prior to the advent of modern building codes, comprise an increasingly smaller percentage fire activity in Campbell because many new buildings are equipped with fire protection features such as alarm systems and sprinklers.

The Uniform Fire Code identifies fire flow requirements and fire protection systems based on the type of construction and occupancy and size of the building. The fire flow for typical office or Research and Development buildings ranges from approximately 2,250 gallons per minute at 20 psi residual pressure to 5,500 gallons per minute at 20 psi residual pressure. The inclusion of automatic fire sprinkler systems may result in adjusted fire flow requirements. Fire vehicle access roads are typically required to be paved all weather surfaces, have a minimum unobstructed width of 20 to 30 feet, a vertical clearance of at least 13 feet 6 inches and a maximum slope of 15 percent. The current distribution system should be adequate to meet the water flow requirements in the event of a multi-structure fire in the City.

The Santa Clara County Fire Department responds to fire and medical emergencies in communities and unincorporated areas throughout the County. The Department operates 16 fire stations and employs 275 fire personnel, including two stations and 20 employees in Campbell. All staffed engine companies have Advanced Life Support/Paramedic capability. Response time within the City is generally five minutes or less. The Department also conducts a number of fire prevention and public education programs and conducts periodic inspections to ensure compliance with fire protection standards.

FLOODING

A flood is a temporary increase in water flow that overtops the banks of a river, stream, or drainage channel to inundate adjacent areas not normally covered by water. Only a very small portion of Campbell is subject to flooding, as noted on maps issued by the Federal Emergency Management Agency (see Figure HS-6).

Although natural factors such as overgrown brush and trees in creek channels can obstruct water flow and increase flood damage, development poses the highest potential to increase the magnitude and frequency of flooding. Campbell is primarily a suburban community with few undeveloped areas where storm water can percolate into the ground. Additional paving is expected to further reduce infiltration and increase surface runoff.

Localized flooding may also occur in low spots or where infrastructure is unable to accommodate peak flows during a storm event. In most cases, localized flooding dissipates quickly after heavy rain ceases. There are some streets in the San Tomas Area Neighborhood (see Appendix A), annexed into the City in the 1970s, that have a rural character with no curb, gutter or paving, which precludes installation of storm drain facilities. Although some nuisance flooding results, the City anticipates preserving the rural character of the area.

The City operates and maintains a storm water drainage system and cooperates with surrounding jurisdictions and Santa Clara County to provide regional storm drainage. The City drainage system consists of a series of inlets and underground pipes that collect storm water runoff for conveyance to Los Gatos and San Tomas Aquino creeks, which drain into San Francisco Bay. The Santa Clara Valley Water District owns and maintains 85 acres of groundwater recharge facilities along Los Gatos Creek within the City that recharge groundwater basins.

Dam failure could result from earthquake activity. Less catastrophic effects could also result from a landslide into a relatively full reservoir. Dam failure can cause injury, loss of life and property damage due to flooding, inundation, erosion, debris and sediment deposition, disabling of infrastructure and interruption of services. Health hazards from sewage release may also result. The City lies within the inundation zone for several dams, as shown in Table HS-4. Failure of one or more of these dams could adversely affect the City as water spreads out over the valley floor and with the static pressure on structures from standing water once flow subsides.

Table HS-4: Dam Failure Hazards

<i>Name</i>	<i>Size</i>	<i>Owner</i>	<i>Waterway Flooded</i>
Austrian Dam	6,200 acre feet	San Jose Water Works	Los Gatos Creek
Lenihan Dam	21,430 acre feet	Santa Clara Valley Water District	Los Gatos Creek
Rinconada Treatment Plant Reservoir	46 acre feet	Santa Clara Valley Water District	Smith Creek
Stevens Creek Dam	4,000 acre feet	Santa Clara Valley Water District	Stevens Creek
Vasona Dam	660 acre feet	Santa Clara Valley Water District	Los Gatos Creek

Source: City of Campbell, Emergency Plan, revised 1997.

AIRCRAFT OVERFLIGHT

Hazards associated with aircraft overflight are principally related to the risk of accident and to noise levels along primary San Jose International Airport and San Francisco International Airport paths. These hazards are addressed in each of the Airport's Master Plans. Both Master Plans also show noise contours and hazard zones extending north and south at the end of each runway. During inclement weather, the San Jose and San Francisco airport flight patterns are shifted over Campbell and increase the risk of aircraft accidents in the City as well as the amount of aircraft overflight noise. The airport Master Plans propose to change flight patterns to increase the frequency of overflight in the City. The City will advocate reducing the amount of overflight.

HAZARDOUS MATERIALS AND WASTE

Waste is defined as hazardous if its quantity, concentration, physiochemical or infectious properties may:

- Increase mortality or produce irreversible or incapacitating illness, or
- Pose a substantial present or potential hazard to human health or the environment when improperly treated, stored, transported, disposed, or otherwise managed.

Some businesses and industrial activities in the City are involved in the transport, storage, or use of toxic or hazardous materials that pose a potential safety hazard in the event of unintentional exposure, leak, fire or accident. Some hazardous materials are byproducts of industrial processes. Residents in Campbell also generate household hazardous wastes such as waste oil, paint, solvents, cleaners, pesticides and glue.

The City of Campbell participates in the implementation of the 1991 Santa Clara County *Hazardous Waste Management Plan*. The Plan establishes the framework for hazardous waste management efforts, including goals and policies relating to hazardous waste generation, management, reduction, facilities siting and transport. The overall goal of the Plan is to protect public health, safety and the environment by reducing the generation of hazardous waste. The Plan may be updated periodically.

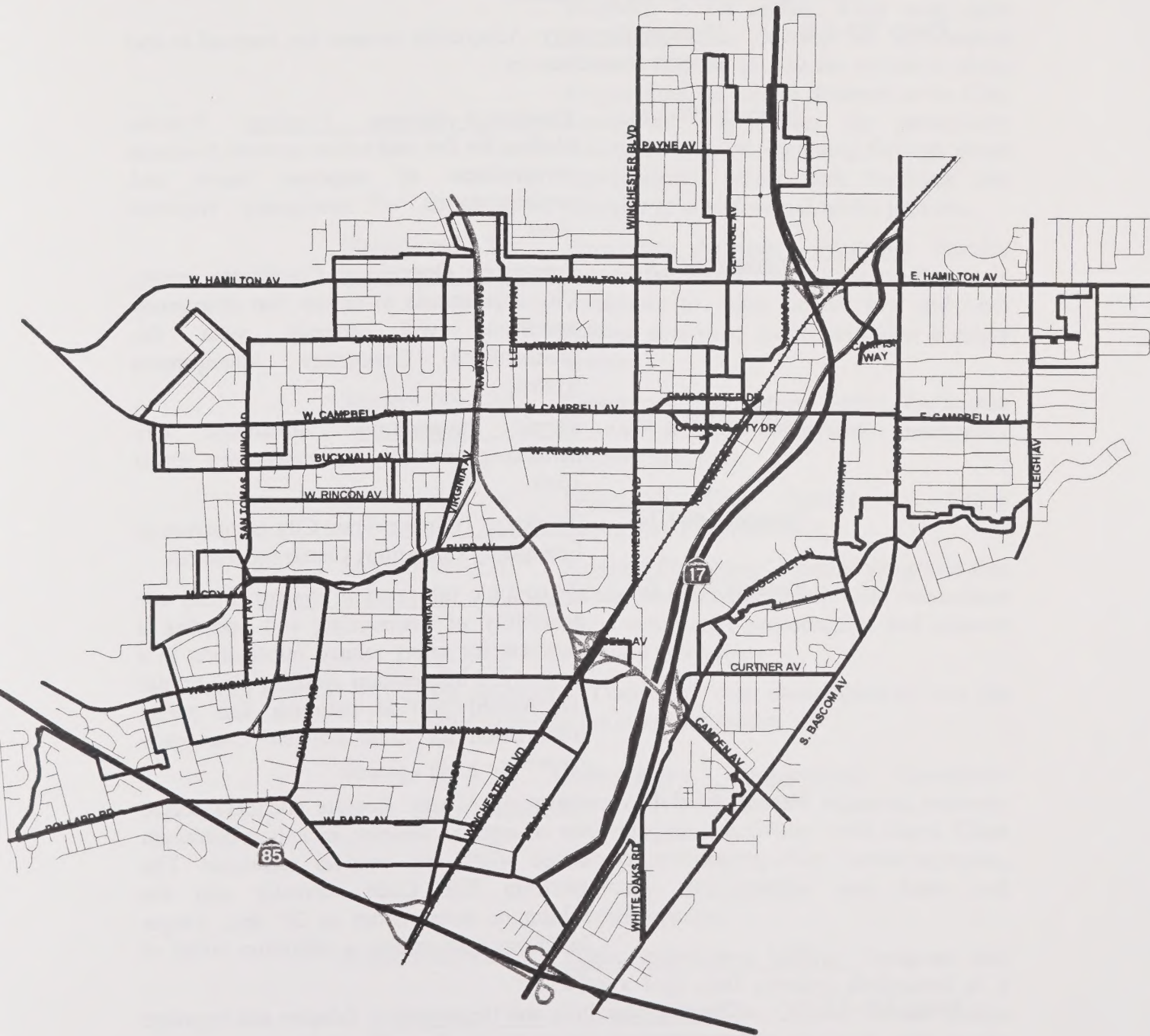
State Assembly Bill 2707 requires each city to characterize and quantify its household waste stream and develop plans for safe collection, recycling, treatment and disposal of household hazardous wastes. The 1992 Campbell Household Hazardous Waste Element seeks to:

- Provide residents access to convenient household hazardous waste collection services;
- Expand curbside motor oil collection programs to include all single and multi-family homes;
- Minimize disposal of collected wastes through distribution of reusable materials and recycling;
- Improve monitoring and evaluation of household hazardous waste programs;
- Limit improper disposal of hazardous waste at solid waste landfills by continuing State-mandated hazardous waste exclusion programs;
- Increase efficiency and effectiveness of waste collection services and public education by coordinating programs with other jurisdictions and agencies whenever feasible;
- Decrease potential short- and long-term liability risks by monitoring environmental compliance records and proof of insurance of contract waste haulers and contract treatment, storage and disposal activities; and,
- Increase source reduction options for residents by supporting legislative efforts aimed at promoting development of safer products and safer waste management methods.

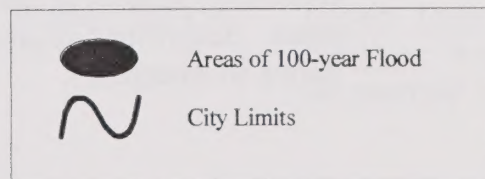
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Figure HS-6: 100-year Flood Zones



Scale
1" = 3,000 ft.



Campbell
Community
Development
Department
2001

GOALS, POLICIES AND STRATEGIES

Emergency Preparedness

Goal HS-1: A feeling of safety in the community.

Policy HS-1.1: Disaster Recovery: Adequately prepare for, respond to and recover from disasters.

Strategy HS-1.1a: Emergency-planning Funding: Provide funding for fire and police services to ensure preparedness of response teams and implementation of emergency response plans.

Strategy HS-1.1b: Emergency Operations: Coordinate among City departments to ensure that emergency operations will comply with the Standardized Emergency Management System.

Strategy HS-1.1c: Permit Streamlining: Streamline any permitting necessary for emergency repair work.

Strategy HS-1.1d: Employee Training: Train City employees in Emergency Operations Center procedures.

Strategy HS-1.1e: Geographic information System: Study the possibility of maintaining and updating a database for safety related information in a geographic information system (GIS) format that would provide mapping and parcel information for more efficient emergency response.

Strategy HS-1.1f: Adequate Access: Require adequate access for emergency vehicles, including minimum street width and vertical clearance. The Uniform Fire Code currently sets the minimum street width at 20 feet. Larger buildings may require a minimum width of 30 feet.

Policy HS-1.2: Disaster Education and Organization: Educate and organize people to respond appropriately to disasters.

Strategy HS-1.2a: Danger Avoidance: Encourage the community schools to teach children how to avoid dangerous situations and behave during an emergency.

- Strategy HS-1.2b: Emergency Outreach: Help coordinate efforts of organizations within the City that provide emergency outreach and education programs to the region. Work with these organizations to develop an information release program to educate residents about the potential for natural disasters in the City. Focus on preparedness for particularly susceptible groups, including through youth organizations, senior care facilities and agencies involved with disabled persons.
- Strategy HS-1.2c: Emergency Assistance Programs: Provide venues for Red Cross programs that train volunteers to assist police, fire and civil defense personnel during and after a major disaster.
- Strategy HS-1.2d: Emergency Preparedness Drills: Participate in the annual countywide emergency preparedness drill.
- Strategy HS-1.2e: Emergency Plan: Update the City's *Emergency Plan* regularly.
- Strategy HS-1.2f: Program Promotion: Promote programs that inform the general public and businesses about emergency preparedness and disaster response procedures.
- Policy HS-1.3: Risk Reduction: Coordinate with other agencies and the public to reduce the risks of disasters.
- Strategy HS-1.3a: Inter-Agency Coordination: Coordinate emergency preparedness, response, recovery and mitigation activities with Santa Clara County, surrounding cities, service agencies, voluntary organizations and State and federal agencies.
- Strategy HS-1.3b: Public Information Officer: Designate and train a City staff member designated as a Public Information Officer, whose duties will include meeting regularly with media liaisons and providing information during emergencies.
- Strategy HS-1.3c: Impact Determination on Roadways and Facilities: Work with Caltrans to determine the potential impact of earthquake and flood

emergencies on its facilities and roadways and update evacuation plans as necessary.

Strategy HS-1.3d: Information Sharing: Work with Santa Clara County and other government, academic and private organizations to obtain new data that can be used for emergency preparedness and response and share information with other nearby jurisdictions and private and public organizations.

Policy HS-1.4: Critical Facilities: Ensure that critical facilities keep pace with technological improvements and demand.

Strategy HS-1.4a: Update Critical Facilities: Maintain and upgrade critical facilities in anticipation of the need for disaster response.

Strategy HS-1.4b: Disaster Assistance: Provide planning, engineering and funding assistance to agencies and organizations involved in disaster recovery.

Strategy HS-1.4c: Proper Siting of Emergency Response Facilities: Ensure that siting of critical emergency response facilities such as hospitals, fire stations, police offices and substations, dispatch centers and other emergency service facilities and utilities have minimal exposure to flooding, seismic and geologic hazards, fires and explosions.

Public Safety

Goal HS-2: Adequate, efficient and high quality police, fire and emergency services.

Policy HS-2.1: Police Facilities and Personnel: Provide police facilities and personnel that meet citizens' needs and ensure a safe and secure environment for people and property.

Strategy HS-2.1a: Adequate Personnel: Ensure an adequate number of police personnel to meet department performance standards for responding to emergency and non-emergency calls.

Strategy HS-2.1b: Department Evaluations: Ensure adequacy of police services by conducting periodic department evaluations using measures including response time and other incident data.

- Strategy HS-2.1c: 911 Services: Provide efficient 911 services (emergency phone calls) to minimize incident response time.
- Strategy HS-2.1d: 311 Services: Consider providing 311 services (non-emergency phone calls) as a means to improve service and maintain the effectiveness of the 911 system.
- Strategy HS-2.1e: County Emergency Operations Center Coordination: Coordinate activities with the County Emergency Operations Center to increase efficiency and minimize duplication of efforts.
- Policy HS-2.2: Elimination of Crime: Work cooperatively to eliminate the causes of crime.
- Strategy HS-2.2a: Youth Support Programs: Encourage and support programs for youth to help curb possible juvenile crime and gang activity.
- Strategy HS-2.2b: Crime Watch Programs: Support existing programs such as Neighborhood Watch and Drug Resistance Education (DARE) and encourage expanded or new programs that focus on the elimination of crime, such as anti-graffiti programs.
- Strategy HS-2.2c: Inter-jurisdictional Cooperation: Cooperate with neighboring cities and County and regional agencies to address crime issues that cross jurisdictional boundaries.
- Policy HS-2.3: Fire and Emergency Medical Services: Ensure that fire and emergency medical services meet existing and future demand.
- Strategy HS-2.3a: Fire and Emergency Services: Ensure adequate and efficient fire and emergency services.
- Strategy HS-2.3b: County Fire Department Evaluations: Ensure adequacy of fire and emergency services by participating in County Fire Department evaluations.
- Strategy HS-2.3c: Hazardous Material Inspections: Coordinate with the County Fire Department to provide hazardous material inspections for businesses.

- Strategy HS-2.3d: Annual County Fire Department Inspections: Coordinate with the County Fire Department to provide annual inspections to ensure that commercial, industrial and multiple-family uses comply with fire and building codes.
- Strategy HS-2.3e: 911 Dispatch Service Coordination: Coordinate 911 dispatch service with the County Fire Department to help speed fire and emergency response time.
- Strategy HS-2.3f: San Jose Water Company Delivery System: Support San Jose Water Company efforts to remedy deficiencies in the water delivery system to ensure adequate fire-suppression flows.
- Policy HS-2.4: Fire Safety: Promote fire safety through education and building design.
- Strategy HS-2.4a: Vegetation Fire Hazards: Encourage programs that reduce the hazards of flammable vegetation.

Geologic and Seismic Hazards

Goal HS-3: Minimize impacts from natural and human-induced hazards.

- Policy HS-3.1: Construction-related Risk Reduction: Reduce construction-related risks.
- Strategy HS-3.1a: Building and Fire Code Requirements: Require all new construction, including public facilities, to be built according to the most recent Building and Fire Codes.
- Strategy HS-3.1b: Non-conforming Structures: Identify structures not conforming with current earthquake, fire or flood standards and require compliance through programs such as structural rehabilitation, occupancy reduction and demolition or reconstruction.
- Strategy HS-3.1c: State and Federal Funds and Programs: Advocate expansion of State and federal relocation assistance funds and programs to aid persons and businesses displaced from hazardous buildings.

Policy HS-3.2: Seismic Risk Reduction: Minimize the potential damage to buildings, humans and property from geologic and seismic hazards, including ground shaking, liquefaction and fault rupture.

Strategy HS-3.2a: Building Code Compliance: Require new development, remodels and redevelopment to comply with Uniform Building Code and California Building Code provisions regarding engineering and geotechnical analysis in order to minimize risk to the safety of occupants due to geologic and seismic hazards.

Strategy HS-3.2b: Excavation, Grading and Filling Requirements: Review and update City requirements for excavation, grading and filling to ensure they incorporate current and best available practices, standards and technology.

Strategy HS-3.2c: Abatement of Dangerous Buildings: Implement a Uniform Building Code section regarding abatement of dangerous buildings to address older buildings that may be at risk from geologic and seismic hazards.

Strategy HS-3.2d: Retrofitting Structures: Explore and pursue funding sources to assist in retrofitting non-earthquake-safe structures, such as non-reinforced masonry buildings.

Strategy HS-3.2e: Earthquake Risk and Preparedness Information: Distribute materials informing the public of earthquake risks and ways to reduce them and support information programs that address earthquake preparedness.

Strategy HS-3.2f: Compliance with Seismic Hazards Mapping Act: Require projects within Seismic Hazard Zones to comply with the provisions of the Seismic Hazards Map Act.

Strategy HS-3.2g: Recognition of Seismic and Geologic Hazards in the Zoning Code: Revise the Zoning Code to recognize and address geologic and seismic hazards, including criteria for approval of a project within Seismic Hazard Zones, guidelines for

evaluating seismic hazards and recommending mitigation measures and content of the geotechnical report.

Strategy HS-3.2h: Posting of Potential Hazards Associated with Unreinforced Masonry Buildings. Require that all URM structures within the City be posted with signs informing the public of the potential hazards associated with occupancy of these buildings. Property owners are responsible for implementing and maintaining such signage.

Fire Safety

Goal HS-4: Reduced risk to life and property from fires.

Policy HS-4.1: Reduction of Fire Hazards: Regulate land use and development to diminish fire hazards.

Strategy HS-4.1a: Santa Clara County Fire Department Project Review: Ensure that all proposals for new development are reviewed by the Santa Clara County Fire Department for compliance with fire and life safety standards.

Strategy HS-4.1b: Building Fire Protection Measures: Ensure that all existing and new buildings incorporate adequate fire protection measures to reduce the potential loss of life and property in accordance with State and local codes and ordinances.

Strategy HS-4.1c: Public Awareness of Fire Hazards: Promote increased public awareness of local fire hazards.

Strategy HS-4.1d: Smoke Detectors: Encourage and promote installation of smoke detectors in existing residences and commercial facilities constructed prior to the requirement for such installation.

Strategy HS-4.1e: Fire Sprinkler Requirements: Require fire sprinklers in accordance with codes and ordinances recommended by the Santa Clara County Fire Department.

Strategy HS-4.1f: Appropriate Response Times: Work with the Santa Clara County Fire Department to

maintain appropriate response times within the City for fire, medical and other related emergencies.

Strategy HS-4.1g: Public Awareness of Fire Safety: Promote increased public awareness regarding fire safety and flammable and/or hazardous materials.

Flooding

Goal HS-5: Protection of lives and property from flood hazards.

Policy HS-5.1: Flood Regulations: Enforce flood regulations during the development review process.

Strategy HS-5.1a: FEMA Requirements: Implement Federal Emergency Management Agency requirements regarding construction in Flood Hazard areas designated on the Flood Insurance Rate Maps.

Strategy HS-5.1b: Flood Hazards Review: Evaluate potential flood hazards prior to approval of development projects and require any necessary measures to ensure that proposed projects provide adequate protection from flood hazards.

Aircraft Overflight

Goal HS-6: Protection from aircraft-related risks.

Policy HS-6.1: Aircraft Overflight Hazards and New Development: Ensure that new development does not create potential hazards associated with aircraft overflight.

Strategy HS-6.1a: Hazards from New Developments: Work with the City of San Jose and Santa Clara County to ensure that new development does not create aircraft safety hazards such as direct or reflective light sources, smoke, electrical interference, hazardous chemicals, or fuel storage in violation of adopted safety standards.

Strategy HS-6.1b: Compliance with Airport Plans: Ensure that development within the City complies with applicable provisions of the San Jose Airport Land Use Plan.

Policy HS-6.2: Noise and Safety Impacts: Protect Campbell residents from noise and safety impacts associated with airport overflights.

- Strategy HS-6.2a: Protection From Noise and Safety Impacts: Work with the Federal Aviation Administration, San Jose International Airport, San Francisco International Airport, adjoining communities and other applicable organizations to protect Campbell residents from noise and safety impacts associated with airport overflights.
- Strategy HS-6.2b: Airport Master Plans: Advocate that the San Jose and San Francisco International Airports address the impact associated with increased overflight in the City in their Master Plans.

Hazardous Materials and Waste

Goal HS-7: Minimal exposure to hazardous materials.

- Policy HS-7.1: Hazardous Materials Storage, Use and Transport: Ensure that storage, use and transport of hazardous materials are regulated properly.
- Strategy HS-7.1a: Hazardous Materials: Require storage, use and transport of hazardous materials to comply with local, State and federal safety standards.
- Strategy HS-7.1b: Hazardous Materials and Development Project Review: Review all proposed development projects that manufacture, use or transport hazardous materials for compliance with the County *Hazardous Waste Management Plan*.
- Strategy HS-7.1c: Storage and Processing of Hazardous Materials: Require new industries that store and process hazardous materials to provide a buffer zone along property boundaries sufficient to protect public safety and natural resources. The adequacy of the buffer zone shall be determined by the City in consultation with other agencies responsible for the management of hazardous materials.
- Strategy HS-7.1d: Hazardous Materials Emergency Response Plan: Require any business that handles hazardous material to prepare an appropriate emergency response plan, including a transportation plan for using City streets to transport hazardous materials.

Strategy HS-7.1e: Inappropriate Sites: Identify sites that are inappropriate for hazardous materials storage and use.

Strategy HS-7.1f: Hazardous Materials Emergency Response: Work with other agencies to help ensure adequate response capability for hazardous materials emergencies.

Strategy HS-7.1g: Development Projects Involving Potential Historical Hazardous Materials Use: Require that applications for discretionary development projects that will involve a change in land use (i.e., from industrial to commercial or residential) provide detailed information regarding potential historical hazardous materials use, including soil and/or groundwater sampling results, if warranted.

Goal HS-8: Safe and proper disposal of hazardous waste.

Policy HS-8.1: Disposal of Hazardous Waste: Prevent unsafe or illegal disposal of hazardous waste.

Strategy HS-8.1a: Hazardous Waste Facilities Near Residences or Schools: Discourage the development of residences or schools near known hazardous waste disposal or handling facilities.

Strategy HS-8.1b: Information About Hazardous Waste: Provide the public and industry with information needed to make informed decisions regarding the recycling, treatment, disposal and other management of hazardous wastes.

Strategy HS-8.1c: County Hazardous Waste Plan and Element: Work with appropriate regional agencies to implement the *County Hazardous Waste Management Plan* and the City Household Hazardous Waste Element.

Strategy HS-8.1d: Development Projects Involving Hazardous Materials: Require that applications for discretionary development projects that will generate, use or store hazardous materials or provide detailed information regarding waste reduction, recycling and storage.

Conservation and Natural Resources

The Conservation and Natural Resources Element includes goals, policies and strategies that address the City's historic resources, biological resources, water resources, waste management and recycling, noise and air quality. This Element satisfies the State requirement for both the Conservation and Noise Elements.

The focus of this Element's goals, policies and strategies is to conserve and enhance the City's cultural and natural resources that help define the community. Although regulatory authority over these resources is shared with several local, State and federal agencies, the City itself has a significant influence over these resources through its land use and development policies. Campbell seeks to make a positive contribution to regional conservation efforts through recycling to extend the life of area landfills, conserving water, recharging groundwater supplies, improving regional air quality and reducing the adverse impacts of noise.

The natural ecosystem in Campbell has undergone significant changes during its history of urbanization. Since virtually the entire City area is urbanized, the protection and enhancement of the City's existing natural resources such as trees and creek corridors is important. Other conservation issues within the City, including minimizing water usage, improving air quality and promoting source reduction and recycling efforts, are addressed through the efforts of various federal, State, regional and local government agencies. These entities work jointly, as well as individually, to improve conservation through legislation, regulation, planning, policy-making, education and a variety of programs. In order to fulfill legislative requirements, the City cooperates with regional agencies including the Santa Clara Valley Water District, the Bay Area Air Quality Management District and the West Valley Solid Waste Management Board.

With anticipated development and redevelopment, the City will focus on maintaining efficient service levels for provision of water and solid waste services.

HISTORIC RESOURCES

Campbell has a rich history of farms, orchards, canneries, packing plants and the railroad that is conveyed to its current citizens through community groups, the Historic Preservation Board, the Campbell Historical Museum and the Ainsley House. Traditional events like Early Settler's Day and the Prunefestival provide chances to convey the community's sense of identity and activities like the annual tea and spring clean-up help instill local residents with pride in their City.

The 1996 *Campbell Downtown Development Plan* (see Appendix A) aims to restore and protect the City's historic character, buildings and landmarks, including the Hyde Cannery (1887), Farley Building (1895), Grammar School (1922), Water Tower (1928) and Los Gatos Creek Bridge (1942).

The City's Historic Preservation Ordinance designates a historic overlay zoning district for the purpose of identifying, preserving and enhancing structures, natural features, sites

and areas within the City that have historic, architectural, archaeological, cultural and/or aesthetic significance. The Historic Preservation Board oversees the provisions of the Historic Preservation Ordinance and recommends measures to implement historic preservation to the City Council and City commissions.

Currently the Alice Avenue area is the City's only multi-parcel Historic Overlay District. The Alice Avenue homes were constructed for fruit canners and packers around the turn of the century. The City is currently updating its inventory of historic resources, many of which are single family residences near the historic downtown core. The City may also consider designating additional Historic Districts. Policies addressing this are included in the Land Use and Transportation Element.

BIOLOGICAL RESOURCES

Although native vegetation in the City was eliminated decades ago for ranching and orchards, much of Campbell provides habitat for wildlife species commonly associated with suburban areas. The riparian vegetation along Los Gatos and San Tomas Aquino Creeks supports a greater variety of animal wildlife species than the developed area of the City and they provide a corridor for wildlife movement. The creek corridors provide habitat for a number of mammals, reptiles, amphibians and introduced fish species. Trees along these creeks provide cover, feeding and nesting sites for a variety of birds.

There are currently no rare, threatened, endangered or sensitive animals, plants or natural communities within the City limits, according to the California Department of Fish and Game's Natural Diversity Database. However, the absence of any special status species from this Database does not necessarily mean that there is no chance that they may be found in the City, only that no occurrence data is currently entered into the Database. However, since Campbell is a very urbanized environment, it is not likely that there are any unrecorded species in the City.

Trees

Although historically referred to as the "Orchard City", Campbell currently contains no agricultural land. However, the City maintains approximately 1,000 trees on major arterials and median islands and approximately 9,000 trees on residential streets. These trees enhance the City's identity, community image and sense of place by adding a natural element to the urban environment. The City has been a designated "Tree City USA" for the past eighteen years, which is a national recognition for the City's urban and community forestry programs. This program is sponsored by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters. The City met specific standards to attain this designation, which include the adoption of a Tree Protection Ordinance and the observance and proclamation of an annual Arbor Day Celebration.

WATER RESOURCES

Protection of water quality and the provision of adequate water resources is critical for the health and quality of life of Campbell residents and employees. Water quality is a regional issue that is regulated at the county, State and federal levels.

Water Supply

The regional wholesale supplier of water to the South Bay Area is the Santa Clara Valley Water District (SCVWD), which derives water from local, recycled and imported supplies.

Less than half of the District's water is supplied by local rainfall and groundwater. The rainwater is stored in ten local reservoirs and some of it is transferred to the District's Groundwater Recharge Facilities. The District owns more than 30 groundwater recharge facilities, six of which are located in Campbell. These facilities percolate both local and imported water into the groundwater aquifer. The average yearly surface flow that can be captured and diverted to reservoirs, treatment plants or the groundwater basin is about 101,000 acre-feet per year; natural recharge into the groundwater basin adds another 112,000 acre-feet. During critical dry periods these amounts average only 59,000 acre-feet and 74,000 acre-feet, respectively.

Four municipal water pollution control plants are located in Santa Clara Valley that develop recycled water for outdoor irrigation use. Approximately 5,000 acre-feet of recycled water is currently produced from these plants and used for landscape irrigation in the County. Approximately 20,000 acre-feet per year of non-potable recycled water could be developed throughout the County by the year 2020. Currently, the SCVWD does not supply recycled water to retailers in the City or have any projects or plans for supplying water to retailers in the City.

Most of the District's imported water comes to the County from the Sierra Nevada mountains via the Sacramento/San Joaquin Delta. This imported water is delivered by the State Water Project and the federal Central Valley Project. The Santa Clara Valley Water District Supply is shown in the table below. Figure CNR-1 shows the District's supply map.

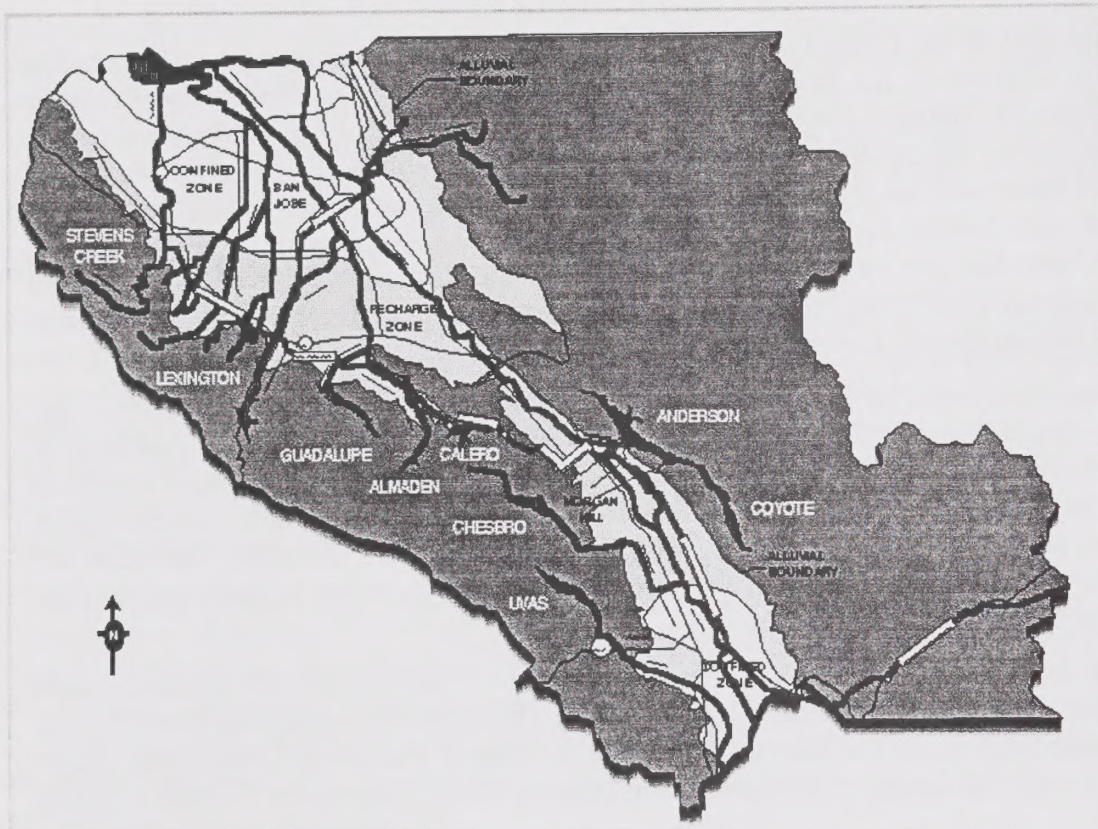
Table CNR-1: Santa Clara Valley Water District Water Supply Sources

<i>Supply Type</i>	<i>Wet Weather (Acre-feet)</i>	<i>Long-Term Average¹ (Acre-feet)</i>	<i>Critical Dry Weather (Acre- feet)</i>
Local Supplies			
Surface Water Yield	155,000	101,000	59,000
Natural Groundwater Recharge	225,000	112,000	74,000
Drawn Out of Local Storage	0	0	40,000
Recycled Water			
Water Pollution Control Plants	14,400	14,400	14,400
Imported Supplies			
State Water Project	100,000	74,000	47,000
Federal Central Valley Project	152,500	125,000	110,000
Total	646,900	426,400	344,400

1. Average supply between 1922-1990

Source: Santa Clara Valley Water District, *Integrated Water Resources Plan*, January 1997

Figure CNR-1: Santa Clara Valley Water District Water Supply Diagram



Source: Santa Clara Valley Water District

Most of the District's imported water and some local water is delivered to the District's three water treatment plants, where it is purified before being delivered to the local water retailer, the San Jose Water Company (SJWC). The SJWC supplies Campbell with a blend of water that is primarily from the SCVWD but also from local wells. The SCVWD water is treated with Chloramine and the well water is chlorinated for effective disinfection as required by the EPA and State DOHS guidelines. San Jose Water Company does not add fluoride to its drinking water. However, fluoride does occur naturally at very low levels (less than 0.2 parts per million) in the water. The SJWC operates a regional distribution system that supplies water for domestic use and fire suppression.

Water deliveries from the SJWC to all its customers (including Campbell) have averaged between 125,000 and 129,000 acre-feet over the past several years; SJWC does not assign water allocations to individual jurisdictions that it serves. Over 183,00 residential accounts comprise approximately 60 percent of the SJWC water deliveries, with businesses comprising an additional 30 percent of SJWC deliveries.

Water Conservation

A safe, reliable water supply is essential to the health and well-being of a community. Although water demand varies with the nature and intensity of land use, population continues to grow while water supply resources remain relatively constant. Therefore, it is essential to implement conservation measures to ensure an adequate water supply in the future.

The SCVWD's *Integrated Water Resources Plan* includes measures for residential, commercial, governmental and industrial water conservation and management. The District is also permitted to require the installation of water-saving devices, such as low-flow showerheads or ultra-low-flush toilets and to charge higher fees for higher water usage. Additional water conservation measures include high-efficiency irrigation systems, automated controllers, water efficient landscape design, air-cooled drinking fountains, cooling tower modifications and proper landscape maintenance practices. In accordance with the Water Conservation in Landscaping Act, the City has adopted Water Efficient Landscaping Guidelines for drought-tolerant landscaping to help minimize water demand.

The San Jose Water Company provides residential water audits free of charge. Trained SJWC specialists will check residential sprinkler system, faucets, toilets and other parts of the water system and suggest repairs or improvements that residents can perform. The Company provides free water-saving devices such as low-flow shower heads and faucet aerators to customers. Businesses may also request free large turf water audits and commercial or industrial water audits.

Water Demand

Many factors that affect water demand are difficult to predict. For example, weather patterns fluctuate, development and growth patterns vary from projections and conservation programs save either more or less water than projected. Increased urbanization in Santa Clara County over the last few decades has resulted in increased urban and suburban water demand, but decreased agricultural water demand.

The Water District developed the *Integrated Water Resources Plan* in 1997. The Plan is a flexible, long-range water supply plan. In forecasting the projected water demand expected in the County through 2020, the IWRP used a range of demand. This range allows the District to develop flexible water resource strategies that can be refined over time in response to actual conditions. The demand range accounted for demographic changes and water conservation savings. The projected demand for 2020 is between 350,000 acre-feet at the low end and 500,000 acre-feet at the high end. The lower end of the range is based on 1991 water-use data, which reflect drought and recession-related behaviors. The higher end is based on pre-drought, pre-recession water use records. Strategies developed during the IWRP process were designed to meet high-end demand; the preferred strategy is designed to meet a range of demands up to 500,000 acre-feet.

If Santa Clara County enjoyed only average to wet years from now to the year 2020, current water supplies could probably meet demand. But droughts are common in California and it is likely that one will occur during the next twenty years. In future severe droughts the County could experience a water supply shortfall of up to 100,000

acre-feet, according to District projections. The District has identified strategies to meet this shortfall, including water banking, non-potable recycling, demand management and long-term transfers.

Water Recycling

The *Integrated Water Resources Plan* estimates that the County uses approximately 2,000 acre-feet of recycled water per year for irrigating landscaping and crops. In 1993 the County adopted a policy to encourage development of non-potable recycling projects to supplement the existing water and replace demand met by Water District supplies.

Water Quality

SJWC tests its water supplies for over 100 different contaminants and prepares an Annual Quality Report describing the water's compliance with all California and Federal water quality standards. The SJWC water met all applicable drinking water standards in 1999. For most standards, there are no detectable contaminants at all - the water is so pure that the required test apparatus cannot measure any contaminant present in the sample.

Regional Regulation

Point sources of water pollution are regulated through the National Pollutant Discharge Elimination System (NPDES) permit process. Permits are required for all publicly operated treatment plants and for specific operations or sites that generate surface-water runoff in urban areas. The permits specify the discharge limits for certain pollutants and require specific industries to pre-treat the pollutants that they discharge into treatment plants.

For the purposes of administering NPDES, the State Water Resources Control Board has oversight of nine Regional Water Pollution Control Boards located in each of the major California watersheds. The Boards have primary responsibility for administration, investigation and enforcement of the state's pollution abatement program. The Boards may regulate any discharge of wastewaters including process, cleaning, cooling, or other waters coming from a facility, or other wastes. These include discharges directly to surface waters, to storm drains, to the ground surface or to groundwater. Campbell is under the jurisdiction of the San Francisco Bay Regional Water Quality Control Board. The local permits and *Storm Water Management Plan* are discussed in the Open Space, Parks and Public Facilities Element.

WASTE MANAGEMENT AND RECYCLING

The City contracts with Green Valley Disposal Company and the Guadalupe Rubbish Disposal Company for the disposal of municipal solid wastes. Waste Management, the largest solid waste company in North America, purchased the Green Valley Disposal Company in the summer of 1999. Waste Management provides collection, transfer, landfill, recycling and waste-to-energy services to customers throughout the nation. The Green Valley Disposal Company collects all of the City's solid wastes and delivers them to the 115-acre Guadalupe Landfill, which is owned and operated by Guadalupe Rubbish Disposal Company. The Guadalupe Landfill is a Class III Landfill that accepts only residential, commercial, industrial and demolition wastes. The Guadalupe Landfill is expected to reach capacity and close in 2013.

Solid Waste

The City's agreements with Green Valley Disposal Company and Guadalupe Rubbish Disposal Company for the disposal of municipal solid wastes extend through 2007. When City wastes were last studied in 1991, about 39 percent came from homes, 22 percent from businesses and 37 percent from industry.

The California Integrated Waste Management Act of 1989 requires cities and counties to establish a local plan to cut the volume of solid waste disposed to 50 percent by 2000. In 1992, the City adopted a Source Reduction and Recycling Element, which identifies waste diversion opportunities and programs. In 1999, the City was diverting roughly 41 percent of its solid waste from the landfill. The City is considering additional measures to meet the mandate, including adoption of a Construction and Demolition Debris Recycling Ordinance.

City waste diversion measures include source reduction, recycling, composting and yard waste programs. Source reduction prevents creation of solid waste by diminishing the amount of a product used and/or by prolonging the useful life of a product. Diversion through source reduction may reduce landfill disposal by 20 percent.

NOISE

The Noise Element is a required element of the General Plan. Included here as a portion of the Conservation and Natural Resources Element, it identifies and evaluates noise problems in Campbell and includes policies to ensure that future land use decisions minimize adverse noise impacts to the fullest extent possible.

Noise is commonly defined as a sound or series of sounds that are irritating, intrusive and disruptive to daily activities. Sound becomes unwanted when it interferes with normal activities, when it causes actual physical harm, or when it has adverse effects on health. Noise sources occur in two forms: point sources, such as stationary mechanical equipment, a water recycling plant, or individual motor vehicles; and line sources, such as roadways with large numbers of point sources (motor vehicles).

Transportation corridors traversing the City are its primary noise sources, especially Highways 17 and 85 and the San Tomas Expressway. The Land Use and Transportation Element addresses noise issues in its discussion of land use compatibility. Consistent with those elements, a goal of the Natural Resources and Conservation Element is to sustain and improve quality of life in Campbell by minimizing noise impacts in the community.

Policies and strategies in this Element address existing noise issues and ways of reducing noise generation associated with new development and redevelopment, which produce both short-term impacts during construction and long-term operational impacts, such as traffic. A primary way of reducing the potential for noise impacts is to ensure separation between noise-sensitive uses, such as residences, schools and churches and noise generators, such as manufacturing businesses and major transportation corridors. However since such incompatibilities already exist, measures should be taken to minimize noise impacts. These include site planning, design and construction methods that absorb or deflect sound.

Noise levels are reported as measurements over a given period of time in order to account for variations in noise exposure. Noise levels also account for different degrees of noise sensitivity during the day and night. The Community Noise Equivalent Level (CNEL) and Day-Night Noise Level (Ldn) reflect noise exposure over an average day with weighting to account for the sensitivity to day and night time noise. The CNEL is the reference level for State noise law and is used to describe noise levels for major continuous noise sources, such as traffic and aircraft noise. Noise impacts on the existing and future land uses within the City would primarily occur as a result of traffic volumes on the adjacent and nearby roadways. The future contours for major roadways within the City are identified in Table CNR-2 and shown in Figure CNR-2: Traffic-Related Noise Conditions Under General Plan Buildout.

Table CNR-2: Traffic-Related Noise Conditions at General Plan Buildout

<i>Roadway Segment</i>	<i>Projected ADT</i>	<i>Centerline to 70 dBA CNEL (ft)</i>	<i>Centerline to 65 dBA CNEL (ft)</i>	<i>Centerline to 60 dBA CNEL (ft)</i>
San Tomas Expy between Hamilton and Campbell	62,867	144	303	650
San Tomas Expy between Winchester and SR 17	94,400	187	397	851
Hamilton Ave between Creekside and Bascom	72,267	158	332	713
Hamilton Ave between Eden and Winchester	42,933	114	236	504
Campbell Ave between Union and Bascom	27,667	61	123	260
Campbell Ave between Milton and Winchester	26,333	59	119	252
Bascom Ave between Campisi and Hamilton	57,333	136	286	611
Bascom Ave between Apricot and Campbell	42,533	114	235	501
Union Ave between Apricot and Campbell	18,333	<50 ¹	93	198
Winchester Blvd between Latimer and Campbell	29,800	63	129	273
Winchester Blvd between Sunnyside and Hacienda	43,333	79	164	350
Winchester Blvd between Hacienda and Chapman	26,200	59	118	251
Camden Avenue between Curtner and Bascom	76,067	163	344	737

1. Traffic noise within 50 feet of roadway centerline requires detailed site-specific analysis.

Source: Fehr and Peers Associates and LSA Associates Inc, 2001.



Figure CNR-2: Traffic-Related Noise Conditions Under General Plan Buildout



Campbell
Community
Development
Department
2001

AIR QUALITY

While air quality is largely a regional issue, local activities and policies and land use decisions can help protect air quality. The protection of air quality is vital to the overall health of the environment and residents of Campbell.

Under the federal Clean Air Act, the U.S. Environmental Protection Agency establishes national air quality standards for six criteria air pollutants, including ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, lead and particulates finer than 10 microns (PM-10). The California Air Resources Board has established State ambient air quality standards that are generally more stringent than the corresponding federal standards. The EPA classifies air basins as either “attainment” or “nonattainment” for the national standards. The State also classifies basins with respect to the achievement of State standards.

The State is divided into 15 air basins. Campbell is located within the southern region of the San Francisco Bay Area air basin. Air quality in the basin is monitored by the Bay Area Air Quality Management District (BAAQMD). The BAAQMD also developed and administers the 1991 *Bay Area Clean Air Plan*. This Plan was developed to address the nonattainment status of the Bay Area with respect to the State ozone standard with the goal of improving air quality through tighter industry controls, cleaner fuels and combustion in cars and trucks and increased commute alternatives. The *Bay Area Clean Air Plan* has been updated twice, in 1994 and 1997.

Although air quality has improved greatly in California over the last decade, the Bay Area air basin is still classified as nonattainment for State standards for ozone and particulate matter and as nonattainment for the national ozone standard. Two monitoring stations near Campbell – in Los Gatos and in San Jose at 935 Piedmont Road – rank in the top five sites with the highest measured ozone concentrations in the entire Bay Area basin.

The BAAQMD air quality monitoring station closest to Campbell that monitors all air pollutants is on 4th Street in San Jose. The air pollutant summary for the San Jose 4th Street monitoring station is included in Table CNR-2.

Table CNR-3: San Jose Air Pollutant Summary, 1997-1999, 4th Street Monitoring Station

<i>Pollutant</i>	<i>Standard¹</i>	<i>Monitoring Data by Year</i>		
		<i>1997</i>	<i>1998</i>	<i>1999</i>
Ozone				
Highest 1-hour average, ppm ²	0.09	0.094	0.147	0.109
Number of Days Above Standard		0	4	3
Carbon Monoxide				
Highest 8-hour average, ppm	9.0	6.11	6.27	6.28
Number of Days Above Standard		0	0	0
Nitrogen Dioxide				
Highest 1-hour average, ppm	0.25 ppm	0.118	0.083	0.128
Number of Days Above Standard		0	0	0
Particulate Matter (PM-10)				
Highest 24-hour average, $\mu\text{g}/\text{m}^3$	50	78.0	92.0	114.4
Number of Days Above Standard, Calculated ⁴		18	18	30

1. State standard, not to be exceeded

2. ppm = parts per million

3. $\mu\text{g}/\text{m}^3$ = micrograms per cubic meter

4. Calculated days are the estimated number of days that a measurement would have been greater than the level of the standard had measurements been collected every day. The number of days above the standard is not necessarily the number of violations of the standard for the year.

Source: California Environmental Protection Agency, Air Resources Board, California Air Quality Data, 1997, 1998 and 1999.

As shown in Table CNR-2, the two pollutants that exceed the standards several days a year and pose the greatest air quality problems are ozone and particulate matter.

The primary source of air pollutants in Campbell is motor vehicle emissions. Some light industrial uses generate other emissions. Automobiles are expected to remain the primary source of air quality impacts because few work site destinations exist in Campbell. Most emissions are generated by travel to, from and through the City. The largest fraction of photochemical smog is ozone. In the Bay Area, more than 50 percent of the reactive organic gases and nitrogen oxides that create photochemical smog comes from cars and trucks. The major effects of photochemical smog are aggravation of respiratory diseases, eye irritation, visibility reduction and vegetation damage. On-road vehicles make up only three percent of the PM-10 emissions source. Over 85 percent of PM-10 comes from area-wide sources, such as dust from unpaved roads and agricultural operations, residential wood burning and industrial sources.

The City is responsible for implementing certain transportation control measures outlined in the BAAQMD *Clean Air Plan*. Projects in Campbell are assessed based on the 1996 BAAQMD CEQA Guidelines that were designed to assist local governments and

consultants in preparing the air quality sections of environmental documents for projects subject to the CEQA. Specifically, the City assesses air quality impacts, requires mitigation of potential impacts with permit conditions and monitors and enforces implementation of such mitigation.

GOALS, POLICIES AND STRATEGIES

Historic Resources

Goal CNR-1: A high level of community participation in historic preservation efforts to build a strong sense of community identity.

Policy CNR-1.1: Historic Resource Preservation: Ensure that the City and its citizens preserve historic resources as much as possible.

Strategy CNR-1.1a: Historic Resources Inventory: Maintain and update an inventory of historic resources for use in evaluating development proposals and determining if sites or buildings are of local, State or federal significance.

Strategy CNR-1.1b: Archaeological Resources: In accordance with CEQA and the State Public Resources Code, require the discontinuation of all work in the immediate vicinity and the preparation of a resource mitigation plan and monitoring program by a licensed archaeologist if archaeological resources are found on any sites within the City.

Strategy CNR-1.1c: Information Distribution: Inform citizens of ways to become involved with preservation efforts, such as including information in the City's quarterly newsletter and website.

Strategy CNR-1.1d: Community Programs and Activities: Co-sponsor after-school and other youth programs at the Campbell Historical Museum involving historic programs, beautification and other community enhancement activities.

Goal CNR-2: Enhanced pride in the City's heritage.

Policy CNR-2.1: Historic and Cultural Activities: Support historic and cultural activities and opportunities in the community.

Strategy CNR-2.1a: Special Events: Maintain and enhance a pedestrian-friendly atmosphere for special events such as the Early Settler's Day, Prunefestival, Oktoberfest, Farmer's Market and street fairs by closing streets to motor vehicles where feasible.

Strategy CNR-2.1b: Historic Amenities: Use amenities such as signs and historical lighting in key public

access areas. Consider incorporating public art to reflect historical elements.

Biological Resources

Goal CNR-3: Protect and maintain animal and plant species and supporting habitats within Campbell.

Policy CNR-3.1: Riparian Corridor Preservation: Preserve the aesthetic and habitat value of riparian corridors.

Strategy CNR-3.1a: Development Near Riparian Corridors: Cooperate with State, federal and local agencies to ensure that development does not cause significant adverse impacts to existing riparian corridors.

Strategy CNR-3.1b: Santa Clara Valley Water District Activities: Work with Santa Clara Valley Water District to restrict future fencing, piping and channelization of creeks when flood control and public safety can be achieved through measures that preserve the natural environmental and habitat of riparian corridors.

Strategy CNR-3.1c: Native Species Planting: Encourage the Santa Clara Valley Water District, County Parks Department, City, developers and private property owners to plant and maintain native trees and plants and replace invasive, non-native species with native ones along creek corridors.

Strategy CNR-3.1d: Removal of Invasive Species: Institute an on-going program to remove invasive plant species and harmful insects from ecologically sensitive areas, primarily by means other than application of herbicides and pesticides.

Strategy CNR-3.1e: Concrete-lined Channels: Coordinate efforts with the Water District to revert some existing concrete-lined channels to more natural alternatives such as levees.

Strategy CNR-3.1f: Grading Ordinance: Develop and implement a Grading Ordinance that requires the use of erosion and sediment control measures and minimizes grading and vegetation removal near creeks to ensure that the creeks are

protected from reduction in bank stability, erosion, downstream sedimentation and flooding.

Strategy CNR-3.1g: Restrict Access of Domesticated Animals: Work with Santa Clara County and Santa Clara Valley Water District to restrict access of domesticated animals around wildlife habitat and along riparian corridors.

Strategy CNR-3.1h: New Sidewalks: Align new sidewalks around existing trees to avoid adverse impacts.

Goal CNR-4: Healthy, attractive and well-maintained trees in the City.

Policy CNR-4.1: Tree Planting: Plant additional trees to maintain and enhance the City's suburban forest.

Strategy CNR-4.1a: City Tree Maintenance: Allocate sufficient funds in the annual budget to maintain the City's trees.

Strategy CNR-4.1b: Diseased or Dying Street Trees: Replace diseased or dying street trees.

Strategy CNR-4.1c: Landscaping Ordinance: As part of the update of the Zoning Code, review and update the landscaping and landscape maintenance standards for new development and significant remodels.

Strategy CNR-4.1d: Tree Planting Standards: Develop tree planting standards for new development and significant remodels, including residential development.

Water Resources

Goal CNR-5: Promote high-quality drinking, surface and ground water Citywide.

Policy CNR-5.1: Water Quality Enhancement: Enhance the quality of surface water and groundwater resources and prevent their contamination

Strategy CNR-5.1a: Regional Water Quality Control Board: Comply with the Regional Water Quality Control Board's regulations and standards to maintain and improve water quality.

Strategy CNR-5.1b: San Jose Water Company Delivery Lines: Encourage the San Jose Water Company to

repair and upgrade delivery lines as appropriate.

Strategy CNR-5.1c: Public Education: Educate and inform the public about the importance of a clean water supply and safe alternatives to toxics for home and garden use.

Strategy CNR-5.1d: Sediment Removal from Creeks: Work with Santa Clara Valley Water District on sediment management for the creeks.

Strategy CNR-5.1e: Dumping into Waterways: Work with the Santa Clara Valley Water District to protect surface water quality by prohibiting the dumping of toxic chemical substances, debris and refuse in and near water ways and storm drains and adding signs with this information near these areas.

Strategy CNR-5.1f: Toxic Chemical Substances Use and Disposal: Work with other agencies to prepare and disseminate information about the potentially harmful effects of toxic chemical substances, including information about proper disposal and safe alternatives to home and garden use.

Strategy CNR-5.1g: Dry Wells: Encourage filling of dry wells.

Goal CNR-6: Encourage local participation in water conservation efforts to ensure a positive contribution to regional water conservation.

Policy CNR-6.1: Water Conservation: Encourage residents and businesses to conserve water.

Strategy CNR-6.1a: Residential Water Use Reduction: Encourage a reduction in residential water usage through plumbing retrofits with ultra-low-flush toilets, leak detection and repair and other programs offered through the San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1b: Water Conservation Programs: Encourage water conservation programs for commercial, industrial and institutional uses offered through the San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1c: Water Use Reduction: Encourage efforts to reduce landscape water usage through landscape irrigation audits, water-efficient landscape awards program and landscape conservation programs offered through San Jose Water Company and/or the Santa Clara Valley Water District.

Strategy CNR-6.1d: Public Information: Provide public information and school education programs including “water-wise” demonstration gardens, seasonal reminders in utility bills and free literature regarding water conservation.

Strategy CNR-6.1e: Water Efficient Landscaping Guidelines: Require new development and remodels to follow the City’s Water Efficient Landscaping Guidelines.

Strategy CNR-6.1f: City Water Conservation Program: Adopt and implement a comprehensive water conservation program to encourage efficient water use by City employees and other users of City facilities.

Goal CNR-7: Increased water recycling.

Policy CNR-7.1: Water Recycling: Take part in and promote water recycling efforts.

Strategy CNR-7.1a: Non-potable Water Infrastructure: Encourage the installation of infrastructure within the City for the use of reclaimed water for non-potable uses.

Strategy CNR-7.1b: Water Recycling: Work with the Santa Clara Valley Water District in water recycling efforts.

Waste Management and Recycling

Goal CNR-8: Reduce the generation of solid waste volume throughout the City.

Policy CNR-8.1: Solid Waste Collection: Ensure adequate solid waste collection services for present and future residents and businesses.

Strategy CNR-8.1a: Solid Waste Collection: Provide adequate solid waste collection for businesses and residences in accordance with State law.

Goal CNR-9: Maximize source reduction and recycling to reduce the amount of solid waste sent to the landfill and extend the life of the landfill.

Policy CNR-9.1: Source Reduction and Recycling Efforts: Participate in source reduction and recycling efforts.

Strategy CNR-9.1a: Reduced Solid Waste Disposal Volume: Reduce solid waste disposal volume to meet the State-mandated level through source reduction, recycling, composting and yard waste programs.

Strategy CNR-9.1b: Integrated Waste Management Act of 1989: Fully implement the California Integrated Waste Management Act of 1989.

Strategy CNR-9.1c: City Source Reduction and Recycling: Encourage source reduction and recycling throughout City offices and operations.

Strategy CNR-9.1d: Public Funding Sources: Pursue public funding sources, such as grants to reduce fiscal impacts of continued implementation of recycling programs.

Strategy CNR-9.1e: New Diversion Programs: Develop and implement new diversion programs including source reduction, recycling, composting and yard waste programs.

Strategy CNR-9.1f: Educational Materials: Assist in the development and distribution of educational materials regarding source reduction and recycling for schools.

Strategy CNR-9.1g: Public Education: Support public education efforts by distributing materials describing options for disposal of construction and demolition debris, home composting and residential yard waste collection.

Strategy CNR-9.1h: Household Waste Collections: Sponsor scheduled household waste collections.

Strategy CNR-9.1i: Construction and Demolition Debris Recycling Ordinance: Develop and implement a Construction and Demolition Debris Recycling Ordinance.

Strategy CNR-9.1j: Garbage Removal Ordinance: Develop and implement an ordinance to require the removal of garbage cans from the curb 24

hours after service, prohibit the placement of the cans on the curb no more than 24 hours before service and require the screening of garbage cans.

Noise

Goal CNR-10: Protect the community, especially sensitive noise receptors such as schools, hospitals and senior facilities, from excessive noise.

Policy CNR-10.1: Noise Reduction: Reduce noise levels at the source.

Strategy CNR-10.1a: Noise Ordinance: Adopt and strictly enforce a Noise Ordinance that establishes noise standards for various noise-sensitive land uses and for all Zoning Districts.

Strategy CNR-10.1b: Minimization of Noise Exposure and Generation: Encourage practices and technologies that minimize noise exposure and noise generation in new development and redevelopment.

Strategy CNR-10.1c: Noise and New Development: Evaluate the potential for noise pollution and ways to reduce noise impacts when reviewing development proposals.

Noise from Stationary Sources: New residential development shall conform to a stationary source noise exposure standard of 65 dBA for exterior noise levels and 45 dBA for interior noise levels. Acoustical studies shall be required for all new noise-sensitive projects that may be affected by existing noise from stationary sources. Where existing stationary noise sources exceed the City's noise standards, mitigation measures shall be implemented to reduce noise exposure to or below the allowable levels of the Noise Ordinance.

Traffic-Related Noise: New residential development shall conform to a traffic-related noise exposure standard of 60 dBA CNEL for outdoor noise in noise-sensitive outdoor activity areas and 45 dBA CNEL for indoor noise. New development, which does not and cannot be made to conform to this standard shall not be permitted. Acoustical studies, describing how the

exterior and interior noise standards will be met, shall be required for all new residential developments with a noise exposure greater than 60 dBA CNEL. The studies should also satisfy the requirements set forth in Title 24, part 2, of the California Administrative Code, Noise Insulation Standards, for multiple-family attached residential projects, hotels, motels, etc., regulated by Title 24. Table CNR-2: Traffic-Related Noise Conditions at General Plan Buildout should be used as the basis to initially identify areas with potential excessive noise exposure.

Strategy CNR-10.1d: Noise Mitigation Measures: Review and require noise mitigation measures for development projects, including setbacks between uses, earth berms, sound walls, landscaping and site design that shields noise-sensitive uses with non-sensitive structures such as parking lots, utility areas and garages, or orients buildings to shield outdoor spaces from noise sources.

Strategy CNR-10.1e: Construction Noise Mitigation: Require mitigation measures during construction, including limits on operating times of noise-producing activities (including vehicles).

Strategy CNR-10.1f: Sound Walls: In cases where sound walls are used as mitigation, they should be encouraged to help create an attractive setting with features such as setbacks, changes in alignment, detail and texture, pedestrian access (if appropriate) and landscaping.

Strategy CNR 10.1g: Expansion of Bay Area Airports: Participate in public forums regarding expansion of Bay Area Airports, including San Jose Airport and San Francisco International Airport, to ensure that future activities do not increase noise levels in Campbell.

Strategy CNR 10.1h: Helicopter Noise Reduction: Undertake measures to limit helicopter overflight noise in the City.

- Strategy CNR-10.1i: Vehicle Noise Reduction: Employ roadway design, traffic signalization, reduced speed limits and other traffic management techniques to reduce noise caused by speed or acceleration of vehicles.
- Strategy CNR-10.1j: Truck Traffic Limits: Limit commercial, industrial and construction truck traffic in residential areas.
- Strategy CNR-10.1k: Vasona Light Rail: Work with VTA to identify potential noise impacts resulting from the planned Vasona Light Rail and develop adequate mitigation measures to reduce significant adverse impacts on residents and businesses.

Air Quality

Goal CNR-11: Work toward improving air quality and meeting all federal and State ambient air quality standards

Policy CNR-11.1: Air Quality Impacts: Reduce adverse air quality impacts of City operations.

Strategy CNR-11.1a: Alternative Vehicles: Consider use of alternative fuel vehicles or electric vehicles for City use.

Policy CNR-11.2: Effects of Development on Air Quality: Use the City's development review process and the California Environmental Quality Act to evaluate and mitigate the local and cumulative effects of new development on air quality

Strategy CNR-11.2a: Vehicle Trip Reduction Measures: Consider requiring vehicle trip reduction measures for new development.

Strategy CNR-11.2b: Vehicle Pollution Reduction: Encourage improvements such as bus turnouts and synchronized traffic signals for new development to reduce excessive vehicle emissions caused by idling.

Strategy CNR-11.2c: Clean-burning Fireplaces and Wood Stoves: Consider an ordinance that requires the installation of clean-burning fireplaces and wood stoves in new residences and significantly remodeled residences.

Strategy CNR-11.2d: Construction Dust Control: Require dust control measures, including those included in the Santa Clara Valley Non-point Pollution Control Program, during construction.

Strategy CNR-11.2e: Buffering or Mitigation Requirements: Require adequate buffering or other mitigation of all potential air pollutant sources, including commercial and industrial emissions.

Policy CNR-11.3: Air Quality Improvement Programs: Support regional, State and federal programs to improve air quality.

Strategy CNR-11.3a: BAAQMD: Assist the BAAQMD in its efforts to achieve compliance with existing air quality regulations.

Strategy CNR-11.3b: Environmental Documents: Assess the adequacy of environmental documents for projects proposed in the City utilizing the thresholds established in the BAAQMD guidelines.

Goal CNR-12: Promote energy conservation in Campbell.

Policy CNR-12.1: Energy Consumption: Reduce City government energy consumption.

Strategy CNR-12.1a: Alternative Vehicles: Consider use of alternative fuel vehicles or electric vehicles for City use.

Strategy CNR-12.1b: Purchasing Decisions: Where feasible, the City should incorporate calculations of energy expenses into its purchasing decisions.

Strategy CNR-12.1c: Education and Information: Continue to provide education and information to City employees on energy saving opportunities.

Policy CNR-12.2: Advanced Energy Technology and Building Materials: Facilitate the use of advanced energy technology and building materials to create energy-efficient residences and buildings.

Strategy CNR-12.2a: Staff Training: Support staff training opportunities that focus on new

technologies, which promote energy conservation.

Policy CNR-12.3: Landscaping Requirements: Continue to enforce landscaping requirements that facilitate energy efficient use or conservation.

Strategy CNR-12.3a: Design of City Projects: Where feasible, design City projects with accompanying trees and other vegetation to minimize pavement, provide shade and reduce energy use.

Strategy CNR-12.3b: Energy Efficient Landscaping: Encourage energy efficient landscaping and preservation of existing shade trees on development sites.

Housing

INTRODUCTION

Community Context



Incorporated in 1952, Campbell is a community of approximately 38,000 residents centrally located in Silicon Valley. Nearby communities include San Jose to the west, east and north, unincorporated pockets of Santa Clara County to the west, and Los Gatos and Saratoga to the south. Campbell is also near the communities of Cupertino and Santa Clara.

Between 1850 and 1950, Campbell was primarily an agricultural production center, with fruits as its major crops. By 1950, however, croplands were beginning to be transformed into residential neighborhoods.

Campbell's population doubled during the 1960s, slowed down in the 1970s, and grew again in the 1980s. Between 1980 and 1990, the City's population increased by 33%, a level of growth unmatched by nearby communities. This substantial growth was in large part a result of the City's annexations of unincorporated areas between 1980 and 1985. Since 1990, however, population growth has been rather limited in Campbell, reflecting both the economic recession of the early to mid 1990s, and the decreasing amount of vacant land available for development. Today Campbell is essentially a build-out community.

Campbell offers a mix of housing types, including single-family homes, townhomes, garden apartments, condominium developments, and live-work space. Of the 16,286 units in the City, 53% are single-family homes, 45% are multi-family units, and 2% are mobile homes and trailers. Housing costs are relatively high in Campbell, as is typical in the Bay Area and Silicon Valley in particular. In Campbell, the median price of a single-family home sold in 2001 was \$507,000, with market rents for two-bedroom apartments ranging from \$1,125 to \$2,320.

Like most communities in Silicon Valley, Campbell is home to major employers in the high technology industry, including Hal Computer Systems, P-Com, and Zilog. As of 2000, Campbell had an employment base of approximately 28,000 jobs, most of which are in the service and manufacturing/wholesale (including high tech) sectors. The City has been able to achieve a relative balance between jobs and housing, and will strive to maintain this balance. According to the Association of Bay Area Governments (ABAG) projections, the Campbell currently has a jobs/employed residents ratio of 1.1, indicating that there is an almost equal number of employed residents and jobs within the City.

Housing affordability is a major issue in the Bay Area, with a significant number of households in the region overpaying for housing.⁷ The shortage of affordable housing particularly affects lower-income renters and first-time homebuyers, and has impacted the City's ability to maintain civic workforce occupations such as public safety workers and teachers. The City of Campbell has been active in promoting housing affordability through its support of non-profit housing providers and home purchase assistance. As part of this Housing Element update, the City will look to additional means to expand the supply of affordable housing, including facilitating residential development in mixed-use areas and around light rail stations.

Campbell's housing stock is generally in good condition. However, there are older residential properties that exhibit signs of deferred maintenance and require varying degrees of repairs. To facilitate the improvement of housing and neighborhood quality, the City currently offers various rehabilitation programs. A growing concern among renters in Campbell is that some landlords lack the incentive to maintain or improve their rental properties because of the strong housing market and the high demand for apartments in particular. More aggressive code enforcement helps to ensure the quality of the rental housing stock.

Campbell's quality residential neighborhoods, strong employment base, high level of public services, and highly rated school system, all contribute to its attractiveness as a place to live. Over the next five years, Campbell is faced with various important housing issues and challenges:

- Providing housing affordable to all segments of the population;
- Preserving the quality of the housing stock;
- Maintaining a balance between employment and housing opportunities; and
- Providing new types of housing in response to changing demographic trends.

This Housing Element provides policies and programs to address these and other related issues.

Role of Housing Element

Every jurisdiction in California must have a General Plan and every General Plan must contain a Housing Element. While jurisdictions must review and revise all elements of their General Plan regularly to ensure that they remain up to date, State law is much more specific in regard to the schedule for updating the Housing Element, requiring an update at least every five years. Campbell's Housing Element is thus a five-year plan extending from 2001-2006, unlike other General Plan elements that typically cover a minimum ten-year planning horizon.

This Housing Element identifies strategies and programs that focus on: 1) preserving and improving housing and neighborhoods; 2) providing adequate housing sites; 3) assisting in the provision of affordable housing; 4) minimizing governmental and other constraints to housing investment; and 5) promoting fair and equal housing opportunities.

⁷ Spending 30% or more of income on housing costs, including utility payments.

The Housing Element consists of the following major components:

- A summary of the City's existing and projected housing needs;
- An assessment of the land, financial and administrative resources available to address Campbell's housing needs;
- A Housing Plan to address the City's identified housing needs, including housing goals, policies, and programs; and
- A Technical Background Report consisting of a detailed housing needs assessment, an analysis of constraints to housing production and affordability, and an evaluation of the City's progress in implementing the housing programs established in the 1992 Housing Element.

Data Sources

Various sources of information are used to prepare the Housing Element. Data from the 1990 Census on population and housing is used to a large extent in the Element. Although dated, the 1990 Census remains the most comprehensive and widely accepted source of information until detailed data from 2000 Census is made available. Where possible, preliminary data from the 2000 Census have been incorporated in the Element. Several data sources are used to update the 1990 Census and supplement the preliminary 2000 Census data including:

- Population and demographic data is updated by the State Department of Finance, and school enrollment data from the local school districts;
- Housing market information, such as home sales, rents, and vacancies, is updated by City surveys and property tax assessor's files;
- Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system; and
- Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.

PUBLIC PARTICIPATION

Opportunities for residents to provide input on housing issues and recommend strategies are critical to the development of appropriate and effective programs to address Campbell's housing needs. In June 2001 the City conducted a public workshop as an opportunity to gather community input on housing needs and programs. The City promoted the workshop through advertisements in two local newspapers, on the local access television station, and on the City's website. The City also directly mailed workshop information to local non-profit housing developers. The workshop was well attended and participants included homeowners, renters, developers, local housing and social service providers, and City staff. A summary of public comments received at the workshop is included in the Appendix A.

The week following the workshop, City staff conducted a public study session with the City Council to confirm direction on appropriate policy and programmatic responses to address the community's identified housing needs. The City Council directed staff to explore:

- Expansion of areas where second units may be developed;

- Adoption of a Citywide inclusionary housing ordinance;
- Permitting higher densities around transit stations; and
- Establishment of priorities for public service employees in obtaining City housing assistance.

Upon completion of the draft Housing Element, the document was reviewed by the Planning Commission, City Council and the public. After approval, the draft Housing Element was sent to the State Department of Housing and Community Development (HCD) for review. After review, the Planning Commission and the City Council hold public hearings. Comments received from HCD are required to be heard before those decision-making bodies. To ensure that all economic segments of the community maintain involvement throughout the process, notification is published in the local newspaper in advance of each hearing and copies of the Element are available for public review at City Hall and the public library.

Relationship to the General Plan

The 2001-2006 Housing Element is one of six elements of Campbell's comprehensive General Plan. The City is currently in the process of updating its General Plan. The Plan consists of the following elements: Land Use and Transportation; Open Space, Parks and Public Facilities; Conservation and Natural Resources; Health and Safety; and Housing.

The Housing Element builds upon the other General Plan Elements and is consistent with the policies set forth in those elements. For example, the Draft Land Use Element focuses residential growth along commercial corridors and around transit stations, and provides the basis for the residential sites inventory contained in the Housing Element. Whenever any Element of the General Plan is amended in the future, the Housing Element will be reviewed and modified, if necessary, to ensure continued consistency between elements.

HOUSING NEEDS SUMMARY

Overview

In the 1940s, Campbell's fruit orchard heritage slowly began being replaced by housing subdivisions. Today, most of the new residential development in Campbell occurs on larger, previously developed single-family lots, typically with an area of less than one acre.

The City of Campbell is committed to assuring the availability of adequate housing for all social and economic segments of the community. This section presents a summary of Campbell's existing and future housing needs as identified in the Housing Element Technical



Background Report. The Background Report provides a more detailed analysis of local demographic, household, and housing characteristics and trends in an effort to determine the nature and extent of specific housing needs in Campbell.

Existing Housing Needs

The summary of existing housing needs is organized into four areas: housing availability, housing affordability, housing adequacy and special needs households. These needs are summarized in Table H-1.

Table H-1: Existing Housing Needs

<i>Housing Availability</i>		<i>Housing Affordability</i>	
Vacancy Rate	2.2%	Overpaying Households ¹	5,421 (35%)
Renter	1.5%	Renter	3,347 (42%)
Owner	0.4%	Owner	2,074 (29%)
<i>Housing Adequacy</i>		<i>Special Needs Households/Persons</i>	
Substandard Housing Units ²	1,547 (9%)	Households with Seniors	2,969 (17%)
Suitable for Rehabilitation	1,045 (6%)	Disabled Persons ¹	3,202 (11%)
Need Replacement	502 (3%)	Female-Headed Families	1,602 (10%)
Overcrowded Households ¹	822 (5%)	Large Households ¹	999 (7%)
Renter	666 (8%)	Homeless Persons ³	25 (<1%)
Owner	156 (2%)		

Sources: 2000 Census unless otherwise noted

1. 1990 Census

2. Projections based on information from Campbell's 1989-1992 Housing Assistance Plan

3. Estimate provided by Campbell Police Department

Note: Overpayment is defined as paying greater than 30% of gross income towards housing costs. Overcrowding is defined as greater than 1.01 persons per room, excluding kitchens, bathrooms, and hallways.

Housing Availability

Campbell's 2000 housing stock consists of 16,286 housing units, of which 53% are single-family homes, 45% are multi-family units, and 2% are mobile homes. Residential growth during the 1990s was rather limited, with less than 3% of the housing stock built between 1990 and 2000. This is due primarily to the decreasing supply of land available for residential development in the City and slow building construction in the 1990s.

Vacancies indicate the demand and availability of housing. As is the case in most Silicon Valley communities, residential vacancy rates are extremely low in Campbell. According to the 2000 Census, the City's vacancy rate was 0.4% for owner-occupied

housing and 1.5% for rentals. Countywide vacancy rates were only slightly higher, at 0.5% and 1.8% respectively. However, with the subsequent downturn in the high-tech sector, residential vacancies have opened up somewhat as employers have downsized, and the associated demand for housing has declined slightly.

During 2000, 377 single-family homes were sold in Campbell, the majority (79%) of which were three or four-bedroom homes. The median sales price for single-family homes was \$450,000 for a two-bedroom unit, \$495,000 for a three-bedroom unit, and \$568,000 for a four-bedroom home. Condominiums and townhomes provide a slightly lower cost homeownership alternative in Campbell. The median price of a condominium ranged from \$243,000 for a one-bedroom unit to \$420,000 for a unit with three or more bedrooms.

The rental market is comprised primarily of apartment units. Most of the apartment rental stock consists of one- and two-bedroom units renting from \$950 to \$1,900 and from \$1,125 to \$2,320, respectively. Rents are high in Campbell and surrounding communities, due in large part to the employment induced housing demand and the limited supply of new rental housing in the area.

With the generally high cost of housing in Campbell, the lack of adequately sized housing for large families (five or more persons) is a growing concern. Over 70% of the City's large renter households lived in overcrowded conditions in 1990. This high level of overcrowding suggests that the supply of larger rental housing units is limited and the majority of such units are not affordable to lower- and moderate-income families.

Housing Affordability

The level of overpayment is commonly used as a measure of housing affordability. Overpayment is defined as spending more than 30% of gross household income on housing. A total of 5,421 Campbell households (35% of total households) overpaid for housing in 1990. Housing overpayment is a significant and growing problem in Silicon Valley, where many households pay a substantial portion of their income for housing. Between 1980 and 1990, the share of homeowners in Campbell overpaying rose from 17% to 29%, while the overpayment rate among renter households increased from 41% to 42%. It is anticipated that 2000 Census data will show a substantial furthering of this trend.

Because of the high home prices and rents in Campbell, lower-income (80% or less of County median income) households are only able to afford rents at government-assisted developments and projects developed by non-profit housing providers. To afford rents at market-rate apartment complexes, lower-income households require some form of subsidy, such as Section 8 rental assistance (vouchers).

Moderate-income (81 to 120% of County median) households can afford the majority of the apartment units listed for rent. It should be noted, however, that rental vacancies are limited, so that housing availability may present a greater constraint than affordability to moderate-income renters. Sales prices for smaller single-family homes and older condominiums are theoretically affordable to moderate-income households, but the required down payment and closing costs may prevent these households from achieving homeownership.

Housing Adequacy

A common measure of housing adequacy and quality is the age distribution of the housing stock. As of 2000, over half of housing units in Campbell were over 30 years old, with over 10% over 50 years old. A general rule in the housing industry is that structures over 30 years typically begin to show signs and require reinvestment to maintain/upgrade their quality. Unless properly maintained, homes older than 50 years often require major renovations to remain in good working order. The San Tomas neighborhood, located in the southwestern quadrant of the City, contains many homes with rehabilitation needs.

In 1990, 9% (1,507 units) of Campbell's housing stock was substandard (1992 Housing Element). Of these substandard units, 1,018 were determined to be suitable for rehabilitation and 486 were considered so substandard that they needed replacement. Assuming that the proportion of substandard units in 2000 is the same as that in 1990, a total of 1,547 units in Campbell are substandard. Of these units, 1,045 are estimated to require rehabilitation and 502 should be replaced.

Input from tenants at the Housing Element public workshop indicates that maintenance is poor at some of the smaller apartment complexes listed for rent. Given the high unmet demand for rentals in the community, many landlords lack a strong incentive to properly maintain their property. In order to address this issue, the City created a Code Enforcement Officer position in 1997 to handle housing code violations. Another positive sign is that rehabilitation efforts have increased over the past several years.

The level of household overcrowding is another indicator of housing adequacy and quality. Overcrowding occurs when a household is too large for a particular housing unit. When overcrowding happens, it tends to accelerate the deterioration of homes. As of the 1990 Census, a total of 822 Campbell households were overcrowded (5%), of which over 80% were renters.

Special Needs Groups

Certain segments of the community may have particular difficulties in finding decent, affordable housing because of their special needs and circumstances. In Campbell, these special needs groups include the elderly, disabled persons, female-headed families with children, large households, and the homeless.

- *Seniors.* Seniors typically have special housing needs due to three concerns—limited/fixed income, higher health care costs, and physical limitations. According to the 2000 Census, 17% (2,696) of households in Campbell contain one or more persons age 65 years and older. Nearly 60% of elderly households in the City are homeowners (1990 Census). Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Elderly renters also have significant housing needs. In 1990, 70% of elderly renter households overpaid for housing, reflecting their limited income and the high costs of housing in Campbell. Currently (2001), approximately 50 senior households are on the waiting list for Section 8 rental assistance.

- *Disabled Persons.* Physical and mental disabilities can hinder access to traditionally designed housing units (and other facilities) as well as potentially limit the ability to earn income. Disabilities refer to mental, physical, or health conditions that last over six months. The 1990 Census documented over 3,200 persons with a disability in Campbell, representing 11% of the population 16 years old and above. As of 2001, a total of 52 persons with disabilities are on the waiting list for assistance through the Section 8 program.
- *Female-Headed Families with Children.* Female-headed households with children require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. Campbell is home to 1,602 female-headed households, of which 836 are with children under 18 years of age (2000 Census). These households are particularly vulnerable because they must balance the needs of their children with work responsibilities. In 1990, approximately 17% of female-headed families with children under 18 lived in poverty, comparing to just 4% of married-couple families.
- *Large Households.* Large households are defined as those with five or more members and typically consist of mostly families with children. Lower-income large households often live in overcrowded conditions because of the income limitations and the limited supply of affordable housing units with three or more bedrooms. Campbell is home to approximately 1,000 large households, of which 45% are renter households (1990 Census). Nearly three-quarters (73%) of these large renter households lived in overcrowded conditions. As of 2001, there are 36 very low-income large households on the waiting list for Section 8 rental assistance.
- *Homeless.* Homelessness continues to be one of most visible reminders of the pressing needs facing families and individuals in marginal economic, housing, and health conditions. This population consists of a wide range of persons and families suffering from domestic violence, mental illness, substance abuse, and joblessness among a number of other conditions. According to the Campbell Police Department (2001), there is an average of 25 homeless persons in the City on any given day. During the calendar year 2000, 106 homeless persons from Campbell stayed in shelters offered by EHC and InnVision, two major homeless service providers in the San Jose area.

Future Housing Needs

Future housing needs refer to the share of the region's housing need that has been allocated to a community. In brief, the Association of Bay Area Governments (ABAG) calculates future housing need based upon household growth forecasts, plus a certain amount of units needed to account for a normal and appropriate level of vacancies and the replacement of units that are normally lost to conversion or demolition.

In allocating the region's future housing needs to jurisdictions, ABAG is required to take the following factors into consideration pursuant to Section 65584 of the State Government Code:

- Market demand for housing
- Employment opportunities
- Availability of suitable sites and public facilities
- Commuting patterns
- Type and tenure of housing
- Loss of units in assisted housing developments
- Over-concentration of lower-income households
- Geological and topographical constraints

In 1999, ABAG developed its Regional Housing Needs Determination (RHND) based on forecasts contained in *Projections 2000: Forecasts for the San Francisco Bay Area to the Year 2020*. This document contains population, employment and household forecasts for communities in the Bay Area, including the City of Campbell, from 2000 through 2020. These growth forecasts are the basis for determining the amount of housing demand. Between 1999 and 2006, the City's assigned RHND assumes that the total number of households will increase steadily for the present Housing Element planning cycle.

According to ABAG, Campbell's share of future regional housing needs is a total of 777 new units over the 1999-2006 planning period. ABAG initially assigned Campbell a higher housing growth need, but subsequently redistributed a portion of this growth towards "jobs rich" jurisdictions to reflect the greater need for housing in these areas. The affordability levels/income categories of Campbell's future housing unit growth is as follows:

- | | |
|--------------------------|------------|
| • Very Low-income: | 165 (21%) |
| • Low-income: | 77 (10%) |
| • Moderate-income: | 214 (28%) |
| • Above Moderate-income: | 321 (41%) |
| • Total Need: | 777 (100%) |

Through this Housing Element, the City is required to demonstrate the availability of adequate sites to accommodate these projected new units.

HOUSING RESOURCES

Overview



A variety of resources are available for the development, rehabilitation, and preservation of housing in Campbell. This includes the availability of land resources and the City's ability to meet its share of regional housing needs, the financial resources available to support the provision of affordable housing, and administrative resources available to assist in implementing City housing programs.

Availability of Sites for Housing

An important component of the Housing Element is the identification of sites for future housing development, and the adequacy of these sites in fulfilling the City's share of regional housing needs, as determined by ABAG. As part of the City's General Plan update, a parcel-specific vacant and underutilized site analysis was performed using the City's Geographic Information System (GIS). The following summarizes the results of this analysis, and concludes with a comparison of residential sites available in Campbell with the City's assigned share of regional housing needs.

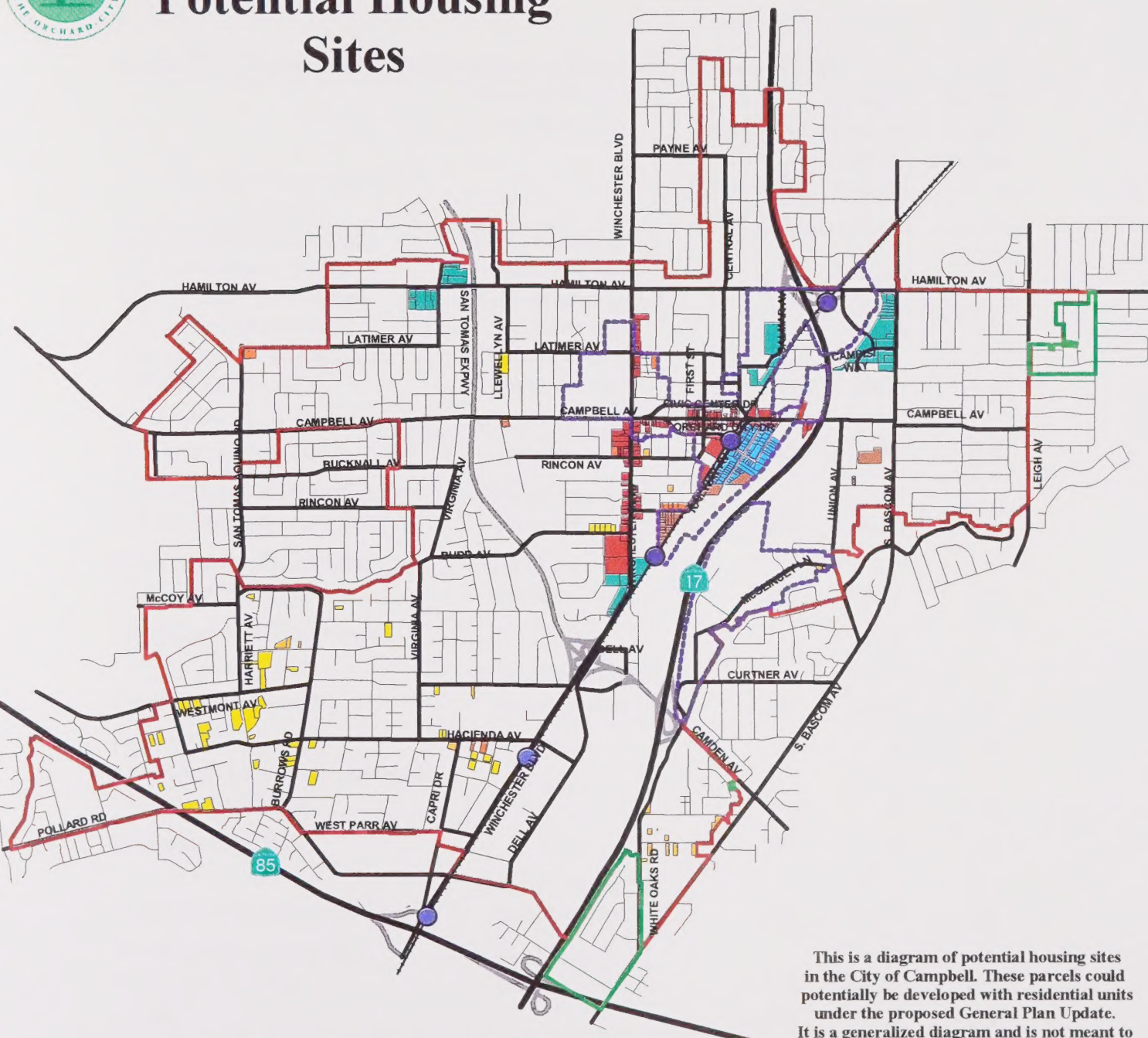
Table H-2 shows Campbell's remaining residential development potential by land use categories. This potential is expressed in terms of the number of additional housing units that can be developed on vacant and underutilized parcels. As indicated, a total of 1,600 additional units may be developed in Campbell before the City reaches General Plan "build-out." Much of this housing growth will be accommodated on underdeveloped sites because Campbell is urbanized and has a limited amount of vacant land remaining. Specifically, 144.2 acres of land are determined to be underdeveloped, while only 6.4 acres are vacant. Underdeveloped parcels refer to properties that are developed with less than half of the density permitted under the General Plan.

Geographically, most of the 1,600 new housing units will be developed in mixed-use areas along major commercial corridors and light rail transit stations, as exhibited in Figure H-1. These areas include parcels of land designated for central commercial (365 new units), residential/commercial (269 units), and residential/commercial/office (518 units) uses. In addition, significant residential growth will likely occur in areas designated for medium and high-density residential uses, which can accommodate 106 and 245 new units, respectively.

The specific year in which full development or "build-out" will occur is not specified in the City's General Plan. The levels of build-out may, for example, be reached in a 15 to 25-year period. The City anticipates that residential growth will intensify when light rail service between downtown San Jose and Campbell begins in late 2004.



Figure H-1: Potential Housing Sites



Potential Housing Sites by General Plan Land Use Category

- Low Density Residential (Less than 6 Units/ Gr. Ac.)
- Low - Medium Density Residential (6-13 Units/ Gr. Ac.)
- Medium Density Residential (14-20 Units/ Gr. Ac.)
- High Density Residential (21-27 Units/ Gr. Ac.)
- Central Commercial (Up to 27 Units/ Gr. Ac.)
- Med. to High Density Residential / Comm. (14-27 Units/ Gr. Ac.)
- Residential / Commercial/ Prof. Office (Up to 27 Units/ Gr. Ac.)

- Planned Light Rail Stations
- Proposed Light Rail Stations
- Railway/ Light Rail Line
- City Limits
- Redevelopment Area
- Sphere of Influence (Not Annexed)

N
Scale
1" = 3,000 ft.

**Community
Development
Department
2001**

Table H-2: Residential Units Projected at Build-out of General Plan

<i>General Plan Land Use Category</i>	<i>General Projection Assumptions¹</i>	<i>No. of Residential Units Projected at Build-out</i>	<i>Under-developed Areas (Acres)</i>	<i>Vacant Land (Acres)</i>
Low Density Residential (<3.5 units/gross acre)	100% of area @3.5 units/net acre	8	3.8	0
Low Density Residential (<4.5 units/gross acre)	100% of area @ 4.5 units/net acre	37	16.4	0
Low Density Residential (<6 units/gross acre)	100% of area @ 6 units/net acre	40	10.56	0.2
Low- Med. Density Residential (6-13 units/gross acre)	90% of area @ 13 units/net acre	62	6.54	0.5
Med. Density Residential (14-20 units/gross acre)	90% of area @ 20 units/net acre	106	6.13	0.2
High Density Residential (20-27 units/gross acre)	90% of area @ 27 units/net acre	245	8.11	1.9
Neighborhood Commercial	N/A	-1	0	
Central Commercial	35% of area @ 27 units/net acre	365	38.65	1.0
General Commercial	N/A	-8	0	0
Low-Med. Density Residential/ Professional Office	N/A	-4	0	0
Professional Office	N/A	-37	0	0
Residential/Commercial	60% of area @ 27 units/net acre	269	15.73	1.9
Residential/Commercial/ Professional Office	60% of area @ 27 units/net acre	518	38.25	0.9
Total		1,600	144.2	6.4

1. Residential build-out is based on general assumptions regarding proportion of land use district to be developed with housing. Individual sites may have different assumptions based on a more detailed development feasibility analysis. Projected residential units do not assume any bonus densities.

Source: City of Campbell Planning Division, July 2001

Table H-2 includes a number of sites that require rezoning before housing can be developed. The City has prepared the Zoning Map Amendments that are required in order for the Zoning Map to be consistent with the City's updated General Plan Land Use Diagram. The City is proposing to change the zoning of approximately 309 parcels to ensure consistency with the General Plan update. The City has published the public notices and agendized the Zoning Map amendments for hearings on October 23 and November 6, 2001 before the Planning Commission and City Council, respectively. The Zoning Map Amendments will be adopted by Ordinance. The Ordinance will be introduced at the November 6 hearing, and a second reading will be given at the City Council meeting on November 20. The Ordinance is effective 30 days after the second hearing, which is December 20, 2001.

The Land Use Element establishes various policies and strategies in support of housing development, including (but not limited to) the following:

- Policy LUT-14.6: Mixed Residential and Non-residential Uses: Allow residential uses that are mixed whether horizontally or vertically with non-residential uses.
- Policy LUT-15.1: Parcel Consolidation: Encourage property owners to combine parcels into larger building sites to accommodate quality mixed-use developments.
- Strategy LUT-1.5a: Transit-Oriented Developments: Encourage transit-oriented developments including employment centers such as office and research and development facilities and the city's highest density residential projects by coordinating the location, intensity and mix of land uses with transportation resources, such as Light Rail.
- Strategy LUT-1.5d: Higher Floor Area Ratios (FARs): Develop provisions for allowing higher FARs in new projects that provide a mix of uses, maintain a jobs/housing balance or are located within proximity to Light Rail.
- Strategy LUT-3.1c: High Density Residential: Allow higher residential densities in the North of Campbell Area (NOCA), South of Campbell Area (SOCA), and areas near the Light Rail stations as an incentive to redevelop older, less intensive uses.
- Strategy LUT-14.4c: Density Bonus: A density bonus of up to 25% may be permitted for projects which provide below market rate housing or housing which meets a special community-wide need such as housing for the disabled or housing for the elderly.

To specifically facilitate mixed-use development in the Winchester Avenue and South of Campbell (SOCA) areas, the City is developing mixed-use design guidelines and detailed area plans for the two areas in fiscal year 2001/02.

Secondary Dwelling Unit Potential

As part of this Housing Element update, staff also evaluated the potential for additional second units to be developed in the City. This analysis indicated that reduction of the minimum lot size requirement for secondary dwelling units from the current 12,000 to 10,000 square feet would result in approximately 1,000 additional properties that could add a secondary dwelling unit. To better facilitate opportunities for second unit infill, the Housing Element establishes a program to amend the Zoning Code to provide for this reduction in the lot size requirement.

Construction Activity

Housing built from January 1, 1999 onward can be credited towards meeting the adequate sites requirement for the RHND. Since January 1999, a total of 212 housing units have been developed in Campbell, including 192 ownership units and 20 rental units. Given local real estate market conditions and price information on the larger developments completed, these units are assigned to the four income categories as shown below in Table H-3.

Table H-3: Remaining 1999-2006 RHND

<i>Income/ Affordability Category</i>	<i>Regional Housing Needs (RHND)</i>	<i>Number of New Units Constructed</i>	<i>Remaining Units Needed</i>
Very Low	165	3	162
Low	77	16	61
Moderate	214	79	135
Above Moderate	321	114	207
Total	777	212	565

Source: Community Development Department, City of Campbell, 2001

Of the 212 units built, 98 are affordable to very low- to moderate-income households. These affordable units are comprised of the following:

- 20 affordable rental units in the Gateway project (1 very low, 2 low, 17 moderate);
- 2 Habitat for Humanity homes for very low-income households;
- 11 ownership units for low-income households in the Orchard Grove (3 units) and Ainsley Square (8 units) developments;
- 3 second units for low-income seniors; and
- 62 ownership units affordable to moderate-income households who received homebuyer assistance through City administered programs.

Subtracting the 212 units built from the City's assigned RHND leaves a remaining construction need for 565 new units, as indicated in Table H-3.

As mentioned earlier, Campbell is an urbanized community and has a limited supply of vacant land remaining. As such, most of the recently built or pending residential developments in the City are infill projects. The City has been successful in facilitating infill and mixed-use development through flexible development standards and incentives for projects that integrate affordable units. Appendix C provides a summary and detailed description of 17 recently completed, approved, or pending infill development projects in Campbell. These projects include homes for very low-income households offered through Habitat for Humanity, small-lot single-family homes, apartments, townhouses, as well as mixed-use residential/commercial projects.

Adequacy of Sites to Fulfill RHND

Considering that 1,600 additional housing units can be accommodated on vacant and underutilized sites in Campbell, the City has designed adequate land to address its remaining RHND of 565 new units. The more important issue is whether targets for each affordability level can be met, especially those for very low, low, and moderate-income households.

Given land costs in Campbell, housing for lower- and moderate-income households will most likely be developed in high density residential and mixed-use areas where the maximum permitted density is the highest in the City at 27 units per acre. With a density bonus, projects may be built at an even higher density (34 units per acre). Based on the sites analysis, a total of 1,397 units may be developed on vacant or underutilized lots in the high density residential and mixed-use areas. This residential potential well exceeds Campbell's remaining RHND of 358 new units for very low (162), low (61), and moderate-income households (135).

To specifically facilitate the development of housing affordable to lower- and moderate-income households, the City is implementing various measures, including the provision of financial assistance and regulatory incentives, and adoption of an inclusionary housing ordinance. In recent years, the City has facilitated the development of affordable or below market-rate units in a variety of housing projects, including the Gateway project, Ainsley Square, the Habitat for Humanity homes, and the Orchard Grove development. Affordable units include both single-family homes and rental units.

Under the proposed Citywide inclusionary housing ordinance, the City will require 15% of units within a new market-rate development be price-restricted as units affordable to lower- and moderate-income households. Instead of providing the affordable units on-site, developers may choose to provide units off-site or pay an in-lieu housing fee. The fees collected are to be used by the City to support affordable housing activities.

With the proposed reduction in the minimum lot size requirement, additional second units will likely be developed in the next five years. Given their relatively limited size and historical rent levels, second units will most likely be occupied by lower-income residents, including the elderly and college students.

Availability of Public Facilities and Services

As an urbanized community, Campbell has in place the necessary infrastructure to support additional residential development. All land designated for residential use is served by sewer and water lines, streets, storm drains, telephone, electrical and gas lines.

To ensure the availability and adequacy of public facilities and services for future development, the City, along with other providers of public services (e.g. water and sewer), will continue to carry out regular infrastructure improvements and upgrading.

FINANCIAL RESOURCES

Campbell has access to a variety of existing and potential funding sources available for affordable housing activities. They include programs from local, state, federal and private resources. The following section describes the three largest housing funding sources currently used in Campbell—CDBG grants, redevelopment set-aside funds, and Section 8 rental assistance. Table H-4 provides a complete inventory.

1. Community Development Block Grant (CDBG) Funds

The CDBG program provides funds for a range of community development activities. The program is flexible in that the funds can be used for a variety of activities. The eligible activities include, but are not limited to: acquisition and/or disposition of real estate or property, public facilities and improvements, relocation, rehabilitation and construction (under certain limitations) of housing, homeownership assistance, and also clearance activities. Through the County, the City of Campbell receives approximately \$166,000 in CDBG funds annually for housing and community development activities. Using CDBG funds, the City offers housing rehabilitation assistance programs to residents and supports non-profit housing/social services providers.

2. Redevelopment Housing Set-Aside

State law requires the Campbell Redevelopment Agency (RDA) to set-aside a minimum of 20% of all tax increment revenue generated from the Central Campbell Redevelopment Project Area for affordable housing activities. The Agency's set-aside funds must be used for activities that increase, improve, or preserve the supply of affordable housing. Housing developed under this program must remain affordable to the targeted income group for thirty years or the life of the Redevelopment Plan. The current (November 2001) unreserved fund balance in the Redevelopment Agency's 20% Housing Set-Aside Fund is \$1,522,364. The Agency anticipates Housing Set-Aside Revenues to be approximately \$1 million per year for the 2001-2006 planning period. This equates to approximately \$6.5 million in 20% Housing Funds over the life of the Housing Element planning period. Specific projects included in the Agency's AB 315-Affordable Housing Production Plan are the following:

- Harrison Avenue Redevelopment Project, a 51-unit project undertaken with Summer Hill Homes and nearly complete (November 2001);
- Campbell Shopping Center -- a 6.7-acre site on Winchester Boulevard under multiple ownership that may yield 80 to 150 units if totally redeveloped; and
- SOCA -- the 22-acre South of Campbell Avenue area is the location of several residential development projects that are currently undergoing City review, including: the 29 unit "Gilman Cottages" project on an one-acre site, and a 21-unit mixed-use project on three parcels adjacent to Campbell Park. The Housing Element estimates approximately 100 new units in this area.

Additional projects include providing increased levels of affordability for the following projects: The 21-unit Water Tower Loft project, the potential San Jose Water Company project (25 to 50 units) and the Winchester Hardware site (50 to 70 units).

The Agency is currently working to complete a four-unit project with Habitat for Humanity at Campbell Avenue and Victor Avenues. All of the projects and potential

projects listed in this section are detailed in the appendix of the Housing Element. The Agency will also contribute set-aside funds to support non-profit service providers, including Catholic Charities and Project Match. In addition, the Agency has contributed \$500,000 to the Santa Clara County Housing Trust Fund for first-time homebuyer programs in Campbell.

3. Section 8 Rental Assistance

The Section 8 program or housing voucher program is a federal program that provides rental assistance to very low-income persons in need of affordable housing. The Section 8 program offers a voucher that pays the difference between the payment standard (an exception to fair market rent) and what a tenant can afford to pay (e.g. 30% of their income). A voucher allows a tenant to choose housing that may cost above the payment standard, with the tenant paying the extra cost. The Santa Clara County Housing Authority administers the Section 8 program for most communities in the County, including Campbell. As of April 2001, 234 Campbell households received Section 8 assistance from the Authority, with 391 additional households on the waiting list.

Table H-4: Financial Resources for Housing Activities

<i>Program Name</i>	<i>Description</i>	<i>Eligible Activities</i>
1. Federal Programs		
Community Development Block Grant (CDBG)	Grants awarded to the City on a formula basis for housing and community development activities.	✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Economic Development ✓ Homeless Assistance ✓ Public Services
HOME	Flexible grant program awarded to City on a formula basis for housing activities.	✓ Acquisition ✓ Rehabilitation ✓ Home Buyer Assistance ✓ Rental Assistance
Emergency Shelter Grants (ESG)	Grants awarded to City to implement a broad range of activities that serve homeless persons.	✓ Shelter Construction ✓ Shelter Operation ✓ Social Services ✓ Homeless Prevention
Section 8 Rental Assistance Program	Rental assistance for very low-income households.	✓ Rental Assistance
Section 202	Grants to non-profit developers of supportive housing for the elderly.	✓ Acquisition ✓ Rehabilitation ✓ New Construction

Table H-4: Financial Resources for Housing Activities

<i>Program Name</i>	<i>Description</i>	<i>Eligible Activities</i>
Section 811	Grants to non-profit developers of supportive housing for persons with disabilities, including group homes, independent living facilities and intermediate care facilities.	✓ Acquisition ✓ Rehabilitation ✓ New Construction ✓ Rental Assistance
Section 203(k)	When rehabilitation is involved, a lender typically requires the improvements to be finished before a mortgage is made. This program provides a long-term, low interest loan at fixed rate to finance acquisition and rehabilitation of the property.	✓ Land Acquisition ✓ Rehabilitation ✓ Relocation of Unit ✓ Refinance Existing Indebtedness
Mortgage Credit Certificate Program	Income tax credits available to first-time homebuyers to buy new or existing single-family housing. Local agencies make certificates available.	✓ Home Buyer Assistance
Low-income Housing Tax Credit (LIHTC)	Tax credits are available to persons and corporations that invest in low-income rental housing. Proceeds from the sale are typically used to create housing.	✓ Construction of Housing
Supportive Housing Program (SHP)	Grants for development of supportive housing and support services to assist homeless persons in the transition from homelessness.	✓ Transitional Housing ✓ Housing for the Disabled ✓ Supportive Housing ✓ Support Services
2. State Programs		
Proposition 1A	Potential buyers or tenants of affordable housing projects are eligible to receive down payment assistance or rent subsidies at amounts equivalent to the school fees paid by the housing developer.	✓ Down payment Assistance ✓ Rental Assistance
Emergency Shelter Program	Grants awarded to non-profit organizations for shelter support services.	✓ Support Services

Table H-4: Financial Resources for Housing Activities

<i>Program Name</i>	<i>Description</i>	<i>Eligible Activities</i>
Multi-Family Housing Program (MHP)	Deferred payment loans for new construction, rehabilitation and preservation of rental housing.	✓ New Construction ✓ Rehabilitation ✓ Preservation
California Housing Finance Agency (CHFA) Rental Housing Programs	Below market rate financing offered to builders and developers of multiple-family and elderly rental housing. Tax exempt bonds provide below-market mortgages.	✓ New Construction ✓ Rehabilitation ✓ Acquisition of Properties from 20 to 150 units
California Housing Finance Agency Home Mortgage Purchase Program	CHFA sells tax-exempt bonds to make below market loans to 1 st time homebuyers. Program operates through participating lenders who originate loans for CHFA.	✓ Homebuyer Assistance
California Housing Rehab Program – Owner Component (CHRP)	Low interest loans for the rehabilitation of substandard homes owned and occupied by lower-income households. City and non-profits sponsor rehabilitation projects.	✓ Rehabilitation ✓ Repair of Code Violations, Accessibility Improvements, Room Additions, etc.
Supportive Housing/ Minors Leaving Foster Care	Funding for housing and services for mentally ill, disabled and persons needing support services to live independently.	✓ Supportive Housing ✓ Foster Care
Downtown Rebound	Funding to facilitate infill development and conversion of commercial buildings for “live-work” spaces.	✓ Rehabilitation ✓ Conversion
3. Local Programs		
Redevelopment Housing Fund	State law requires that at least 20% of Redevelopment Agency funds be set aside for a wide range of affordable housing activities governed by State law.	✓ Acquisition ✓ Rehabilitation ✓ New Construction

Table H-4: Financial Resources for Housing Activities

<i>Program Name</i>	<i>Description</i>	<i>Eligible Activities</i>
Tax Exempt Housing Revenue Bond	Support low-income housing by issuing housing mortgage revenue bonds requiring the developer to lease a fixed percentage of the units to low-income families at specified rental rates.	✓ New Construction ✓ Rehabilitation ✓ Acquisition
4. Private Resources/Financing Programs		
Federal National Mortgage Association (Fannie Mae)	✓ Fixed rate mortgages issued by private mortgage insurers.	✓ Home Buyer Assistance
	✓ Mortgages that fund the purchase and rehabilitation of a home.	✓ Home Buyer Assistance ✓ Rehabilitation
	✓ Low Down-Payment Mortgages for Single-Family Homes in under served low-income and minority cities.	✓ Home Buyer Assistance
Savings Association Mortgage Company Inc.	Pooling process to fund loans for affordable ownership and rental housing projects. Non-profit and for profit developers contact member institutions.	✓ New construction of rentals, cooperatives, self help housing, homeless shelters, and group homes
California Community Reinvestment Corporation (CCRC)	Non-profit mortgage banking consortium designed to provide long term debt financing for affordable multi-family rental housing. Non-profit and for profit developers contact member banks.	✓ New Construction ✓ Rehabilitation ✓ Acquisition
Federal Home Loan Bank Affordable Housing Program	Direct Subsidies to non-profit and for profit developers and public agencies for affordable low-income ownership and rental projects.	✓ New Construction
Freddie Mac	Home Works-Provides first and second mortgages that include rehabilitation loan. City provides gap financing for rehabilitation component. Households earning up to 80% MFI qualify.	✓ Home Buyer Assistance combined with Rehabilitation

Source: City of Campbell, 2001

ADMINISTRATIVE RESOURCES

Described below are public and non-profit agencies that have been involved or are interested in housing activities in Campbell. These agencies play important roles in meeting the housing needs of the community. In particular, they are involved in the improvement of the housing stock, provision of affordable housing, and/or housing assistance to households in need.

Campbell Redevelopment Agency

The Redevelopment Agency plays a critical role in improving the existing housing stock and increasing the supply of affordable housing in Campbell. The Agency supports two major housing programs: the First-Time Homebuyer Program and the Rental Assistance Program. The Agency has worked successfully with non-profit housing developers in rehabilitating housing, including the Sharmon Palms and San Tomas Garden projects. The Agency will continue to explore opportunities to create affordable housing in Campbell. Recently, the Agency entered into a Disposition and Development Agreement (DDA) with Summerhill Homes to redevelop an industrial property into 51 small lot single-family homes (Ainsley Square), with eight of the units to be affordable to moderate-income families. Over the next few years, the Agency plans to expend \$2 million in set-aside funds to acquire land in the South of Campbell Avenue (SOCA) area for new residential development.

Catholic Charities of Santa Clara County

Catholic Charities is a Countywide non-profit organization that offers various housing programs to assist persons with special needs, including single parents, the homeless, and those threatened with homelessness. Under its Shared Housing Program, Catholic Charities helps single parents with one or two small children find affordable rooms to rent in private homes. The organization provides screening of clients, education about shared housing, and a “living together agreement” that specifies rent, deposit, and policies of occupation. In partnership with the Campbell Redevelopment Agency, Catholic Charities also offers the Rental Assistance Program. Under this program, one-time or temporary financial assistance is made available to lower-income residents who are at risk of homelessness due to an unexpected financial setback. Catholic Charities also helped Campbell preserve 100 units of affordable housing in the San Tomas Gardens Apartments.

Community Housing Developers (CHD)

CHD is a non-profit corporation dedicated to increasing and maintaining the supply of quality housing affordable to low-income residents in Santa Clara County. CHD has developed over 900 units and assisted over 4,500 families. CHD is involved in the construction of affordable for-sale and rental units, acquisition and rehabilitation of rental units, and provision of technical and administrative assistance to other non-profits and public agencies. Recently, CHD acquired and rehabilitated eight rental units in Campbell.

County of Santa Clara Housing and Community Development (HCD) Program

The County of Santa Clara HCD Program is committed to providing housing assistance for lower and moderate-income residents in the County through a variety of programs. The County HCD Program administers the CDBG, HOME, and Emergency Shelter Grant (ESG) funds allocated to the Urban County through the federal government. (The Urban County comprises unincorporated areas and the cities of Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Monte Sereno, Morgan Hill, and Saratoga.)

Housing Authority of the County of Santa Clara

The Santa Clara County Housing Authority manages public housing projects and administers the Section 8 rental assistance program for various communities in the County. The Authority inspects its inventory of public and assisted housing on an annual basis to ensure that projects meet minimum housing quality standards. Campbell is home to Rincon Gardens, a 200-unit public housing complex comprised of 190 one-bedroom units and 10 two-bedroom units for seniors and disabled persons. As of April 2001, nearly 12,200 Santa Clara County households received Section 8 assistance from the Housing Authority, including 234 Campbell households. Countywide, 25,049 households are on the waiting list for assistance, with 391 from Campbell.

Mid-Peninsula Housing Coalition (MPHC)

Mid-Peninsula is an established regional non-profit organization involved in the development, management, acquisition and rehabilitation of affordable rental housing. MPHC primarily develops affordable family and senior rental apartments. Since it was founded in 1971, MPHC has developed over 3,700 affordable housing units in six northern California counties. MPHC has also rehabilitated over 300 units in blighted neighborhoods. In partnership with the Campbell Redevelopment Agency, MPHC acquired and rehabilitated 60 units in the Sharmon Palms neighborhood. Additionally, MPHC has also been involved in the preservation of affordable housing units that are at risk of converting to market rate uses.

Project Match

Project Match is a San Jose-based non-profit organization that offers affordable housing opportunities for seniors. Two major programs are offered by Project Match: the Group Residence Program and the Senior Match Program. Under the former, 33 living spaces in seven single-family houses scattered throughout Santa Clara County are available for seniors. Under Senior Match, a home provider, a person who has a home to share, is matched with a homeseeker, a person in search of a home to share. Typically, providers are seniors with living space (a bedroom) to share, while seekers are lower-income adults in need of an inexpensive place to live. Project Match not only provides shared housing in Campbell, but they also operate a senior group home and will be acquiring a second home shortly.

Silicon Valley Habitat for Humanity

Habitat for Humanity is a non-profit, Christian agency dedicated to building affordable housing and rehabilitating homes for lower income families. Habitat builds and repairs homes with the help of volunteers and partner families. Habitat homes are sold to partner families at no profit with affordable, no-interest loans. Volunteers, churches, businesses, and other groups provide most of the labor for the homes. Government agencies or individuals usually donate land for new homes or write down the cost of the land. Incorporated in 1986, the Silicon Valley affiliate of Habitat for Humanity has built 19 homes and rehabilitated one home in Santa Clara County. In 2000, the organization completed two homes in Campbell for very low-income working families who had previously lived in overcrowded apartment units. Habitat will soon begin construction on four new homes for families in the City.

OPPORTUNITIES FOR ENERGY CONSERVATION

Utility-related costs can directly impact the affordability of housing in California. However, Title 24 of the California Administrative Code sets forth mandatory energy standards for new development, and requires adoption of an “energy budget.” In turn, the home building industry must comply with these standards while localities are responsible for enforcing the energy conservation regulations.

The following are among the alternative ways to meet these energy standards:

- Alternative 1: The passive solar approach which requires proper solar orientation, appropriate levels of thermal mass, south facing windows, and moderate insulation levels.
- Alternative 2: Generally requires higher levels of insulation than Alternative 1, but has no thermal mass or window orientation requirements.
- Alternative 3: Also is without passive solar design but requires active solar water heating in exchange for less stringent insulation and/or glazing requirements.

Additional energy conservation measures are as follows: (1) locating the home on the northern portion of the sunniest location of the site; (2) designing the structure to admit the maximum amount of sunlight into the building and to reduce exposure to extreme weather conditions; (3) locating indoor areas of maximum usage along the south face of the building and placing corridors, closets, laundry rooms, power core, and garages along the north face; and (4) making the main entrance a small enclosed space that creates an air lock between the building and its exterior; orienting the entrance away from winds; or using a windbreak to reduce the wind velocity against the entrance.

The City of Campbell continues to encourage energy conservation techniques in the construction and rehabilitation of residential units. Development in Campbell will continue to be infill projects with limited opportunities for solar orientation of buildings. The primary focus of energy conservation programs will be for strenuously enforce provisions of Title 24 and to allow for energy generators such as solar panels and/or

thermal units so long as they are safe and do not create a nuisance due to noise, fumes, etc.

Pacific Gas & Electric (PG&E)

Pacific Gas & Electric provides both natural gas and electricity to residential consumers in Santa Clara County, including Campbell. The company provides a variety of energy conservation services for residents and PG&E also participates in several other energy assistance programs for lower-income households, which help qualified homeowners and renters conserve energy and control electricity costs. These include the California Alternate Rates for Energy (CARE) Program, the Relief for Energy Assistance through Community Help (REACH) Program, the Balanced Payment Plan (BPP), and Low-Income Home Energy Assistance Program (LIHEAP).

The CARE Program provides a 15% monthly discount on gas and electric rates to income qualified households, certain non-profits, facilities housing agricultural employees, homeless shelters, hospices and other qualified non-profit group living facilities.

The REACH Program provides one-time energy assistance to customers who have no other way to pay their energy bill. REACH aims to assist low-income customers, particularly the elderly, disabled, sick, working poor, and the unemployed, who experience severe hardships and are unable to pay for their necessary energy needs.

The BPP is designed to eliminate big swings in a customer's monthly payments by averaging energy costs over the year. When a household enrolls in BPP, PG&E determines how much energy it used within the last twelve months and divides that by twelve to derive the household's monthly BPP amount. PG&E checks the household's account every four months to make sure that its estimated average is on target. If the household's energy use has increased or decreased dramatically, PG&E will change the amount of monthly payment so that the household does not overpay or underpay too much over the course of a year.

The LIHEAP Block Grant is funded by the federal Department of Health and Human Services and provides two basic types of services. Eligible low-income persons, via local governmental and nonprofit organizations, can receive financial assistance to offset the costs of heating and/or cooling dwellings, and/or have their dwellings weatherized to make them more energy efficient. This is accomplished through these three program components:

- The Weatherization Program provides free weatherization services to improve the energy efficiency of homes, including attic insulation, weather-stripping, minor home repairs, and related energy conservation measures.
- The Home Energy Assistance Program (HEAP) provides financial assistance to eligible households to offset the costs of heating and/or cooling dwellings.
- The Energy Crisis Intervention Program (ECIP) provides payments for weather-related or energy-related emergencies.

HOUSING PLAN

Goals, Policies, and Programs

The goals and policies presented are implemented through a series of housing programs offered primarily through the City's Community Development Department and Redevelopment Agency. Housing programs define the specific actions the City will undertake to achieve the stated goals and policies. Campbell's housing plan for addressing identified needs and related issues is detailed according to the six areas listed below.

- Housing and Neighborhood Conservation;
- Housing Affordability;
- Housing Production;
- Provision of Adequate Residential Sites;
- Reduction of Governmental Constraints; and
- Promotion of Equal Housing Opportunity



The housing programs described on the following pages include existing programs as well as several new programs that have been added to address the City's identified housing needs. The program summary (Table H-5) included at the end of this section specifies for each program the following: five-year objective(s), funding source(s), and agency responsible for implementation of the program.

Housing and Neighborhood Conservation

Goal H-1: Maintain and improve the quality of existing housing and residential neighborhoods in Campbell.

Policy H-1.1: Property Maintenance: Encourage property owners to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.

Program H-1.1a: Housing Rehabilitation Loan Program: Through the Housing Rehabilitation Loan program, the City provides financial assistance to owners of single-family homes and mobile homes who lack sufficient resources to make needed health and safety repairs. Under this program, the maximum loan amount is \$40,000 for single-family homeowners and \$15,000 for owners of mobile homes. Eligible repair activities include (but are not limited to) electrical upgrade, water heaters, plumbing, roofs, exterior painting, energy efficient windows, and dry rot and termite damage. Up to 25%

of a loan can be used for cosmetic improvements, such as paint and carpeting. Funds may also be used for room additions to relieve household overcrowding.

Five-year Objective: The City will continue to offer the Housing Rehabilitation Loan Program. The City's objective is to assist 25 to 35 households over the 2001-2006 planning period.

Program H-1.1b:

Emergency Home Repair Grant Program: The City offers the Emergency Home Repair Grant Program to assist lower-income families and seniors in making repairs to correct urgent safety or health problems. Under the program, the maximum grant amount is \$5,000 for families and \$10,000 for seniors. Eligible repair items/activities include water heater, furnace, roof, exterior painting, and other similar items.

Five-year Objective: The City will continue to offer the Emergency Home Repair Grant Program. The City's objective is to assist 25 to 35 households over the five-year planning period.

Program H-1.1c:

Code Enforcement: The City administers a Code Enforcement Program to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff may encourage property owners to make repairs or seek assistance through the rehabilitation assistance programs offered by the City if applicable. The City will also continue code enforcement activities aimed at identifying housing units in need of rehabilitation and repair.

Five-year Objective: The City will continue to administer the Code Enforcement Program. The City will also establish an annual goal for the Code Enforcement Officer to identify a certain

number of housing units (including ownership and rental units in single- and multi-family buildings) that could qualify for rehabilitation assistance.

Policy H-1.2: Acquisition and Rehabilitation: Explore opportunities to partner with non-profit housing providers in the acquisition and rehabilitation of older residential structures, and maintenance as long-term affordable housing.

Program H-1.2a: Multi-family Acquisition and Rehabilitation: Under this program, the Redevelopment Agency assists non-profit housing corporations in identifying and acquiring deteriorating and/or problem properties in need of rehabilitation. Using set-aside funds, the Agency may help acquire a property for a non-profit organization, which in turn coordinates the rehabilitation, maintenance, and management of the project. This is a means of transforming residential structures in poor condition to longer-term affordable housing for families and/or special needs households. In the past, the Agency has worked successfully with non-profit housing providers in rehabilitating the Sharmon Palms and San Tomas Gardens projects. The Agency anticipates completing additional rehabilitation projects during the planning period and has allocated \$1 million in set-aside funds for this purpose.

Five-year Objective: The Redevelopment Agency will continue to explore opportunities to work with non-profit housing agencies in identifying deteriorating and/or problem properties in need of rehabilitation. When a property is identified, the Agency may provide financial assistance in acquisition and rehabilitation.

Housing Affordability

Goal H-2: Improve housing affordability for both renters and homeowners in Campbell.

Policy H-2.1: Preservation of Affordable Housing: Preserve the existing stock of affordable housing through City regulations as well as financial and other forms of assistance.

Program H-2.1a: Preservation of Assisted Housing: As of 2001, the City has a total of 608 assisted rental units in nine developments in its jurisdiction. Of these units, 399

units in five projects are determined to be at potential risk of conversion to market rate housing during the 2001-2011 period. These projects include Corinthian House (36 assisted units), Rincon Gardens (200 units), Wesley Manor (154 units), Fairlands Court (1 unit), and the Hamilton Avenue development (8 units). While the risk of conversion is primarily related to the Section 8 program and is relatively unlikely, the City will nonetheless take the following actions:

- Monitor the at-risk units by continuing to maintain close contact with property owners regarding their long-term plan for their properties.
- Participate in the preservation of at-risk units by providing financial and/or technical assistance to existing property owners and/or other organizations interested in purchasing and maintaining the properties should the owners be interested in selling.
- Conduct tenant education by:
 - ✓ Notifying tenants at least one year prior to potential conversion to market-rate housing.
 - ✓ Providing information regarding tenant rights and conversion procedures should an owner decide to convert his property to non-low-income use.
 - ✓ Offering tenants information regarding Section 8 rental subsidies and other available assistance through City and County agencies as well as non-profit organizations.

Five-year Objective: The City will maintain close contact with the owners of the at-risk properties, and provide financial and other assistance as necessary to maintain the affordability of the units at risk. When necessary, the City will conduct tenant education and support tenants in their search for alternative housing.

Policy H-2.2: Rental Assistance: Support the provision of rental assistance to lower-income households.

Program H-2.2a: Section 8 Rental Assistance: The Section 8 Rental Assistance Program extends rental subsidies to very low-income households, including families, seniors,

and the disabled. The Section 8 Program offers a voucher that pays the difference between the current fair market rent (FMR) and what a tenant can afford to pay (i.e. 30% of household income). The voucher allows a tenant to choose housing that cost above the payment standard, provided the tenant pays the extra cost. As of April 2001, 234 Campbell households received Section 8 assistance through the Housing Authority of the County of Santa Clara, with 391 additional households on the waiting list. Given the continued need for rental assistance, the City supports and encourages the provision of additional subsidies through the Section 8 program.

Five-year Objective: Through the County, the City will continue to provide Section 8 rental assistance to very low-income residents.

Program H-2.2b: One-time Rental Assistance Program: In partnership with Catholic Charities, the Campbell Redevelopment Agency offers the Rental Assistance Program. Under this program, one-time or temporary financial assistance is made available to lower-income residents who are at risk of homelessness due to an unexpected financial setback. The Redevelopment Agency allocates \$10,000 annually for assistance through this program.

Five-year Objective: In partnership with Catholic Charities, the Redevelopment Agency will continue to offer temporary financial assistance to lower-income residents at risk of homelessness.

Policy H-2.3: Homeownership Opportunities: Support the provision of homeownership assistance to lower- and moderate-income households.

Program H-2.3a: First Time Homebuyer Program: The First Time Homebuyer Program is a specialized home finance program in which the City and a participating bank provide up to 20% of the property value for shared appreciation mortgages. Because there are no monthly payments on the mortgages, eligible homebuyers can qualify with only the income

necessary to make payments on the first mortgage. When the home is sold, the owner repays the principal and shares a portion of the appreciation of the home to pay the interest. This single payment is made instead of traditional monthly principal and interest payments. The Homebuyer Program is designed to serve low- and moderate-income families who have not owned a home in the last three years.

Five-year Objective: Through the First Time Homebuyer Program, the City will assist five to seven low- and moderate-income families annually.

Program H-2.3b: Mortgage Credit Certificate: The Mortgage Credit Certificate (MCC) program is a federal program that allows qualified first-time home-buyers to take an annual credit against federal income taxes of up to 15% of the annual interest paid on the applicant's mortgage. This enables homebuyers to have more income available to qualify for a mortgage loan and make the monthly mortgage payments. The value of the MCC must be taken into consideration by the mortgage lender in underwriting the loan and may be used to adjust the borrower's federal income tax withholding. The MCC program has covenant restrictions to ensure the affordability of the participating homes for a period of 15 years. The City of Campbell participates in the MCC program through the County of Santa Clara.

Five-year Objective: The City will continue to participate in the MCC program and assist 15 households annually. The City will continue to work very closely with the San Jose Real Estate Board, local realtors, and the County to promote the MCC program. Information will be mailed out by the City and the Real Estate Board to local realtors. The City will also continue to make available a brochure of all City housing programs, including the MCC, and will incorporate information about the program on the City's web site.

Policy H-2.4: Prioritization of Housing Assistance: Prioritize affordable housing opportunities and assistance for public service employees.

Program H-2.4a: Housing Assistance for Essential Civic Employees: The shortage of affordable housing has impacted the City's ability to maintain its civic workforce, especially public safety workers and teachers. To specifically address this issue, the City is considering prioritizing affordable housing and assistance for teachers, police personnel and other essential civic employees. Similar to the First-Time Homebuyer Program, homeownership assistance to civic employees will include provisions for loan repayment and equity sharing upon sale of the home. The City currently offers various forms of housing assistance for residents in Campbell, none of which are limited to teachers and other essential civic employees. The Redevelopment Agency does, however, offer priority to persons who live and/or work in Campbell over other applicants.

Five-year Objective: The City will establish criteria for prioritization of essential civic employees for local housing assistance programs. Criteria will also clearly define occupations which qualify as essential civic employees.

Policy H-2.5: Special Needs Housing: Assist in the provision of housing and supportive services to persons with special needs, including (but not limited to): seniors, single parents with children, persons with disabilities, the homeless, and those at risk of homelessness.

Program H-2.5a: Shared Housing Program: The City will continue to encourage and support the provision of shared housing opportunities in Campbell. Under a shared housing program, a home provider, a person who has a home to share, is matched with a home seeker, a person in search of a home to share. Typically, providers are senior residents with living space (a bedroom) to share, while seekers are lower-income adults in need of an inexpensive place to live.

The City will provide financial assistance to non-profit organizations providing shared housing assistance programs, such as Catholic Social Services of Santa Clara County and Project Match. Catholic Social Services provides a shared housing program for single-parent households, while Project Match offers program designed to primarily assist

elderly households. Both programs have assisted lower-income households Countywide.

Five-year Objective: Depending on availability of funds, the City will continue to provide financial assistance to Catholic Social Services of Santa Clara County, Project Match, and other organizations offering shared housing programs.

Program H-2.5b:

Homeless Assistance/Shelter Provisions: The City will continue to support area non-profit agencies that serve the homeless and those at risk of becoming homeless. Supported in part by financial and other assistance from the City, these agencies offer emergency shelters, transitional housing facilities, housing assistance, food, clothing, and job referrals to persons in need. Organizations currently being supported by the City include Emergency Housing Consortium (EHC) and InnVision.

In order to better facilitate and encourage the provision of emergency shelters and transitional housing, the City will amend the Zoning Code in 2002 to specify appropriate conditions for such uses. Conditions will be related to compatibility of shelters with surrounding uses, and will not unduly constrain their creation.

Five-year Objective: The City will continue to financially support area homeless shelter and service providers, including Emergency Housing Consortium (EHC) and InnVision. The City will amend the Zoning Code by 2002 to specify conditions for emergency shelters and transitional housing.

Program H-2.5c:

Physically Accessible Housing: Development of new housing can provide an opportunity to increase the limited supply of handicapped-accessible housing in Campbell. As part of new residential development projects, the City will work with developers and provide financial assistance as appropriate to integrate physically accessible units.

Five-year Objective: The City will work with developers to increase the number of fully accessible housing units compliant with American with Disabilities Act (ADA) standards.

Housing Production

Goal H-3: Encourage the provision of housing affordable to a variety of household income levels.

Policy H-3.1: Housing Development: Support the development of additional affordable housing by non-profit and for-profit developers through financial assistance and/or regulatory incentives.

Program H-3.1a: Affordable Housing Development: Non-profit and for-profit housing developers play an important role in providing affordable housing in Campbell. The City has granted land write-downs, regulatory incentives, and direct financial assistance to a number of developers to provide both ownership and rental housing to lower- and moderate-income households. Non-profit developers that the City will continue to work with include (but are not limited to): Silicon Valley Habitat for Humanity, Catholic Charities, Mid-Peninsula Housing Coalition, Eden Housing, and Bridge Housing. The City will specifically work with these developers to identify opportunities for new for-sale town homes and mixed-use rental and for-sale projects.

Five-year Objective: The City will continue to grant land write-downs, regulatory incentives, and/or direct assistance to developers of affordable housing for families, seniors, and those with special needs.

Policy H-3.2: Inclusionary Housing: Ensure that new residential development in Campbell integrate units affordable to lower- and moderate-income households, or contribute funds to support affordable housing activities.

Program H-3.2a: Citywide Inclusionary Housing Ordinance: Inclusionary zoning is a tool that can be used to integrate affordable units within market-rate developments. To address affordable housing needs, numerous communities have adopted inclusionary housing ordinances that require an established percentage of units within a market-rate

development be price-restricted as affordable units for lower- and moderate-income households.

The City will pursue the adoption of an inclusionary housing ordinance to require 15% of units within a new market-rate development of ten or more units be price-restricted as units for lower- and moderate-income households. This percentage requirement is consistent with that currently required within the City's Redevelopment Project Areas. In addition, the proposed ordinance for Campbell will offer developers the option of providing the affordable units off-site or payment of an in-lieu housing fee. The amount of the fee has yet to be determined, but is typically based on the amount of subsidy that would be necessary to develop the required inclusionary housing units at a level affordable to lower- and moderate-income households (referred to as the "affordability gap"). A nexus study will be conducted to determine the fee amount.

Five-year Objective: The City will conduct a nexus study by late 2002 to establish an appropriate in-lieu fee amount, followed by adoption of a Citywide inclusionary housing ordinance. In developing the Ordinance, the City will integrate available density bonus incentives under State law, and ensure that sufficient incentives are provided to mitigate any potential negative impacts on the cost and supply of housing.

Provision of Adequate Residential Sites

Goal H-4: Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.

Policy H-4.1: Residential Sites: Maintain an up-to-date sites inventory of vacant and underutilized parcels, and assist developers in identifying land suitable for residential development.

Program H-4.1a: Sites Inventory: As part of the General Plan update, a parcel-specific vacant and underutilized site analysis was performed using the City's Geographic Information System (GIS). The analysis determined that Campbell could accommodate 1,600 additional housing units, exceeding the City's share of regional housing needs (565 remaining units). Most of these units will be developed in

mixed-use areas along major commercial corridors and surrounding light rail transit stations.

Five-year Objective: The City will continue to provide appropriate land use designations and maintain an inventory of sites suitable for residential development, coupled with incentives for the development of affordable housing. Specifically, the City aims to facilitate additional housing in mixed-use areas, and will adopt the General Plan in the fall of 2001 and corresponding Zoning Map amendments by year end 2001 to provide for housing in these areas. The City will conduct a developer's workshop in early 2002 to discuss potential development opportunities in Campbell, the availability of funding sources and regulatory incentives, and other housing related issues.

Policy H-4.2: Mixed-Use Development: Promote mixed-use development where housing is located near jobs, services, shopping, schools, and public transportation.

Program H-4.2a: Mixed-Use Development: Within Campbell, there are several areas where a mix of uses is encouraged. Adding residential development along some of the City's commercial corridors will create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety.

Also, mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. The maximum floor area ratios (FAR) are contained in specific land use policies within each Area or Specific Plan. Residential densities are not counted against the allowable FAR.

The inclusion of residential uses in new mixed-use developments will be encouraged through the use of incentives such as reduced parking requirements, including shared parking between commercial and residential uses. This is a significant incentive in that the available parking can support more than one use. In addition, residential uses will be encouraged by not counting the full FAR of the residential

component. Additionally, the commercial portion of the project does not count against the density of the residential portion. In this way, sites that are currently being occupied by commercial uses may be redeveloped with residential and commercial uses, improving the financial feasibility of projects.

Five-year Objective: The City will continue to allow and promote residential uses in conjunction with commercial and/or office uses. The City may provide financial, technical, and/or other assistance to facilitate mixed-use development along commercial corridors and around transit stations. The City will specifically invite developers experienced in mixed-use projects to the workshop to be conducted in early 2002.

Removal of Governmental Constraints

Goal H-5: Mitigate any potential governmental constraints to housing production and affordability.

Policy H-5.1: Regulatory Incentives: Provide regulatory and/or financial incentives where appropriate to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

Program H-5.1a: Density Bonus: In compliance with State law, the City offers density bonuses and regulatory incentives/ concessions to developers of affordable and/or senior housing in all residential zones. The City's density bonus program was added to the Zoning Ordinance in 1991. Under the Ordinance, a residential project of five or more units is eligible for a density bonus of 25% and an additional regulatory incentive/concession if at least: (1) 10% of the units are reserved for very low-income households; (2) 20% of the units are for low-income households; or (3) 50% of the units are for senior residents.

The additional incentive includes either a reduction in development standards contained in the Zoning Code or other concessions that will result in identifiable cost reductions. These concessions include reductions of parking requirements, open space requirements, setback requirements, park dedication fees and application or construction permit fees. In addition, the City or Redevelopment

Agency may grant direct financial assistance to support an affordable and/or senior housing development.

Five-year Objective: The City will continue to offer density bonus and/or regulatory incentives/concessions to facilitate the development of affordable and/or senior housing. The City will actively promote the density bonus provisions of the Zoning Code through outreach to both for-profit and non-profit housing developers. Additionally, the Redevelopment Agency maintains close contact with numerous local developers and will communicate the availability of the density bonus.

Policy H-5.2: Residential Development Standards: Maintain and modify as necessary development standards to support housing development.

Program H-5.2a: Secondary Dwelling Units: A secondary dwelling unit is a separate dwelling unit that provides complete, independent living facilities for one or more persons. It includes permanent provisions for living, sleeping, cooking, eating, and sanitation on the same parcel as the primary unit is situated. Given the limited developable land remaining in Campbell, integrating secondary dwelling units in existing residential neighborhoods present an opportunity for the City to accommodate needed rental housing. The development of secondary dwelling units is effective in dispersing affordable housing throughout the City and can provide housing to lower-income persons, including seniors and college students.

Secondary dwelling units are currently permitted in all residential zones in Campbell, subject to a Conditional Use Permit. However, only a limited number of such units have been developed in recent years. To facilitate the development of secondary units where appropriate, the City will reduce the minimum lot size requirement for these units from 12,000 to 10,000 square feet. Staff analysis indicates that approximately 1,000 additional properties could add a secondary dwelling unit with the reduction.

Five-year Objective: The City will amend the Zoning Code to reduce the minimum lot size requirement for a secondary dwelling unit from 12,000 to 10,000 square feet. The City will also consider an amnesty program to legalize illegal second units if these units meet the requirements specified in the Zoning Code.

Promotion of Equal Housing Opportunity

Goal H-6: Promote equal opportunity for all residents to reside in the housing of their choice.

Policy H-6.1: Fair Housing: Support the provision of fair housing services.

Program H-6.1a: Fair Housing Program: The City will continue to support programs that provide fair housing information and referral to Campbell residents. Project Sentinel, a non-profit organization, offers fair housing investigative and enforcement services in northern California, including Santa Clara County. The organization also conducts educational seminars for housing consumers and members of the housing industry, and provide legal referrals. Project Sentinel receives funding from local cities and counties as well as the federal Department of Housing and Urban Development (HUD). The City of Campbell will continue to allocate a portion of its Business License Fees to support Project Sentinel and promote the services of the organization.

Five-year Objective: Through the County, the City will continue to financially support Project Sentinel. The City will provide fair housing information through its web site and the City Profile, a quarterly newsletter that goes out to all Campbell households. The City will also incorporate fair housing information in the City's Recreation pamphlet, which is distributed to all households in Campbell. In addition, fair housing posters will be posted at City Hall, the community center, and the library.

Policy H-6.2: Rights of Tenants and Landlords: Assist in educating tenants and landlords, and settling disputes between the two parties.

Program H-6.2a: Rental Increase Dispute Resolution Ordinance and Rent Mediation Program: The purpose of the Rental Increase Dispute Resolution Ordinance is to permit landlords a fair and reasonable return on the value of their property while protecting tenants from excessive and unreasonable rent increases. The ordinance establishes a process for the resolution of tenant/landlord disputes concerning rent, housing services or proposed evictions. Under the ordinance, landlords must provide a written notice of the amount of a rent increase to tenants. As of January 2001, a 60-day notice is required before a rent increase can go into effect. There are, however, no restrictions on the frequency and amount of rent increases.

Under the Rent Mediation Program, Campbell renters and rental property owners of four or more units participate in counseling, conciliation, and mediation regarding their rights and responsibilities under California tenant/landlord law. Participation in the program is mandatory, but the outcome is advisory.

Five-year Objective: The City will continue to enforce the Rental Increase Dispute Resolution Ordinance and offer the Rent Mediation Program. The City will continue to make program brochures available at the public counter and other public locations. The City Clerk's Office will also continue to mail out to new rental property owners a packet of information regarding the City's Rent Mediation Program as well as contact information for tenant/landlord and fair housing services.

Table H-5: Housing Implementation Programs Summary

<i>Housing Program</i>	<i>Program Goal</i>	<i>Key Five-year Objective(s)</i>	<i>Funding Source</i>	<i>Responsible Agency/Department</i>	<i>Time-Frame</i>
Housing and Neighborhood Conservation					
H-1.1a	Facilitate home rehabilitation.	Assist 25-35 households.	CDBG	Community Development	2001-2006
Housing Rehabilitation Loan Program					

Table H-5: Housing Implementation Programs Summary

<i>Housing Program</i>	<i>Program Goal</i>	<i>Key Five-year Objective(s)</i>	<i>Funding Source</i>	<i>Responsible Agency/Department</i>	<i>Time-Frame</i>
H-1.1b Emergency Home Repair Grant Program	Facilitate home rehabilitation.	Assist 25-35 households.	CDBG	Community Development	2001-2006
H-1.1c Code Enforcement	Ensure ongoing maintenance of housing stock.	Continue to implement program.	CDBG	Community Development	On-going
H-1.2a Multi-family Acquisition	Acquire & rehabilitate deteriorating properties.	Identify deteriorating properties. Provide financial assistance in acquiring & rehabilitating properties.	Set-aside funds	RDA	On-going
Housing Affordability					
H-2.1a Preservation of Assisted Housing	Preserve assisted housing stock.	Monitor at-risk units. Participate in preservation. Conduct tenant education.	Set-aside funds	Community Development; RDA	On-going
H-2.2a Section 8 Rental Assistance	Assist very low-income households with rental payments.	Continue to provide Section 8 assistance.	HUD Section 8	Housing Authority of Santa Clara County	On-going
H-2.2b One-time Rental Assistance Program	Assist residents at risk of homelessness.	Continue to implement program.	Set-aside funds	RDA; Catholic Charities	On-going
H-2.3a First Time Homebuyer Program	Expand home-ownership opportunities.	Assist 25-35 households.	Set-aside funds	RDA	2001-2006
H-2.3b Mortgage Credit Certificate	Expand home-ownership opportunities.	Assist 75 households.	County	Community Development	2001-2006

Table H-5: Housing Implementation Programs Summary

<i>Housing Program</i>	<i>Program Goal</i>	<i>Key Five-year Objective(s)</i>	<i>Funding Source</i>	<i>Responsible Agency/Department</i>	<i>Time-Frame</i>
H-2.4a Housing Assistance for Essential Civic Employees	Prioritize housing assistance for essential civic employees.	Establish criteria for prioritization for housing assistance.	None	Community Development	2002
H-2.5a Shared Housing Program	Support provision of shared housing opportunities.	Continue to fund & advertise program.	CDBG	Community Development; Catholic Charities; Project Match	On-going
H-2.5b Homeless Assistance/Shelter Provisions	Support agencies serving the homeless. Provide zoning that facilitates provision of shelters.	Continue to fund program. Amend Zoning Code.	CDBG	Community Development; EHC; InnVision	On-going; Zoning Code update by 2002
H-2.5c Physically Accessible Housing	Increase supply of physically accessible housing.	Work with developers to provide accessible units.	CDBG; Set-aside funds	Community Development; RDA	On-going
Housing Production					
H-3.1a Affordable Housing Development	Increase supply of affordable housing.	Continue to offer financial assistance, regulatory incentives.	Set-aside funds	Community Development; RDA	On-going
H-3.2a Citywide Inclusionary Housing Ordinance	Integrate affordable housing within market-rate developments.	Conduct a nexus study to establish in-lieu fee amount.	General	Community Development	2002

Provision of Adequate Housing Sites					
H-4.1a Sites Inventory	Provide adequate sites to meet City's share of regional housing needs, including expanded areas for mixed-use developments.	Adopt General Plan; Amend Zoning Map; Conduct developer's workshop.	General	Community Development	Fall 2001; Late-2002; 2002
H-4.2a Mixed-Use Development	Encourage mixed-use projects.	Provide financial, technical, & other forms of assistance to support mixed-use development.	General; Set-aside funds	Community Development; RDA	On-going
Removal of Governmental Constraints					
H-5.1a Density Bonus	Facilitate affordable housing development.	Continue to offer & advertise program.	General	Community Development	On-going
H-5.2a Secondary Dwelling Units	Facilitate development of second units.	Amend Zoning Code.	General	Community Development	Late 2001
Promotion of Equal Housing Opportunity					
H-6.1a Fair Housing Program	Further fair housing practices in Campbell.	Continue to offer & advertise program.	County CDBG; Business License Fees	Community Development; Project Sentinel	On-going
H-6.2a Rent Mediation Program	Assist in settling disputes/issues between tenants & landlords.	Continue to offer & advertise program.	CDBG	Community Development; Project Sentinel	On-going

Five-Year Goal Summary:

TOTAL UNITS TO BE CONSTRUCTED: 777 units (165 very low, 77 low, 214 moderate, 321 above moderate)

TOTAL UNITS TO BE REHABILITATED WITH CITY ASSISTANCE: 50 to 70 units (24 to 34 very low, 26 to 36 low)

TOTAL UNITS TO BE CONSERVED: 234 very low-income (Section 8) rental subsidies, 419 assisted units at low risk of conversion

RDA: Campbell Redevelopment Agency

Appendix B: Resolution of the City of Campbell
Adopted Plan and the Categories with Future
Categories

Appendix C1: Housing Element Update of 2015

Appendix C2: Summary of Project Categories

Appendix C3: Areas from the Current Report

Appendix C4: Summary of 2015-20, Adopted Projects

Appendix A1: Area Plans and Special Project Areas

NORTH OF CAMPBELL AVENUE AREA (NOCA)

SOUTH OF CAMPBELL AVENUE AREA (SOCA)

SAN TOMAS AREA NEIGHBORHOOD PLAN (STANP)

DOWNTOWN DEVELOPMENT POLICIES (FEB. 1996)

Appendix A2: Streetscape Standards

Appendix B: Relationship of the City of Campbell General Plan Land Use Categories with Zoning Categories

Appendix C1: Housing Element Technical Report

Appendix C2: Summary of Public Comments

Appendix C3: Article from The Campbell Reporter

Appendix C4: Summary of Infill Development Projects

North of Campbell Avenue Area (NOCA)



The NOCA Area is located northeast of downtown Campbell.

DEVELOPMENT POLICIES

Land Uses

Mixed residential, office and commercial/retail uses are encouraged throughout the area west of the railroad tracks.

Development Intensity

Allowable density for non-residential uses shall be a floor area ratio (FAR) of up to 1.0:1.

Residential development is allowed up to a maximum density of 20 units per gross acre, and will not be counted against the allowable floor area ratio.

Parcel Consolidation

Property owners are encouraged to consolidate property to provide more logical building sites and coordinated development formats.

Generally, sites of greater than three acres will be permitted to maximize densities under the development intensity standards referred above. Project densities on parcels of smaller size will be reduced on a sliding scale as indicated below:

ACRES	FAR
Up to .99	0.3
1.0 to 1.99	0.6
2.0 to 2.99	0.8
3.0	1.0

Consolidated or larger parcels will also be permitted to mix residential and non-residential uses up to the maximum densities allowed.

Joint use of parking facilities may be possible with mixed use development formats on larger parcels.

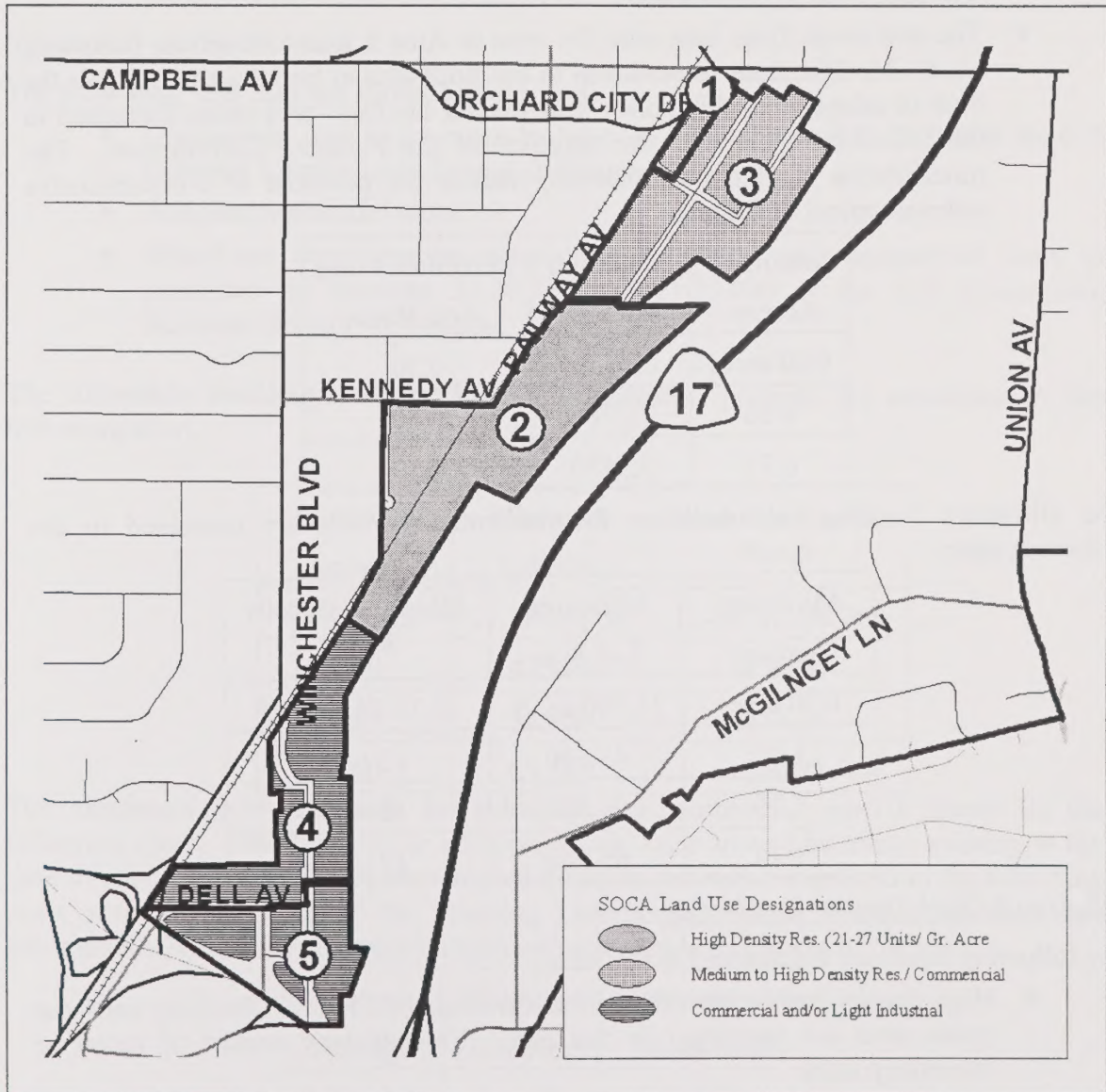
Traffic

Development proposals shall assess the impact of project traffic and will be responsible for mitigating traffic impacts.

Density

A density bonus of up to 25% may be permitted for projects which provide below market rate housing or housing which meets a special community-wide need such as housing for the handicapped or housing for the elderly.

South of Campbell Avenue Area (SOCA)



The SOCA Area is located southeast of downtown Campbell.

DEVELOPMENT POLICIES

Land Use

Sub-Area 1 (Railway Avenue)

The following land uses are allowed in this area:

- Commercial land uses as governed by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance with the clarification that office uses may be allowed on the ground floor without a use permit.
- Mixed-use development containing residential and commercial uses as permitted by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance.
- The maximum floor area ratio for uses in Area 1 is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential of comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.30
0.50	21,780	0.40
0.75	32,670	0.50

The allowable dwelling unit densities for residential projects are contained in the following chart.

Minimum Acreage	Minimum Lot Size	Allowable Density Range
0.50 acres	21,780 sq. ft.	12-16 DU/ACRE
1.00	43,560	12 to 20
1.25	54,450	12 to 24
1.50	65,340	12 to 27

Sub-Area 2 (High Density Residential)

The following land uses are allowed in this area:

- High density residential uses within the range of 21 to 27 dwelling units per gross acres are permitted in this area. Projects may consist of rental or ownership units.
- Projects must contain a minimum of 1.5 acres. Future applications for development of a portion of Area 2 containing less than five acres shall prepare a master plan delineating a conceptual development approach for the remainder of the Area. The intent is to ensure that the remainder of Area 2 can be developed in a logical, orderly manner. The City Council must accept the master plan prior to approval of a site specific project.
- The maximum height of all structures shall be 50 feet, excluding architectural features. Minor variations in the height limitation may be allowed by City

Council if the variations are found to enhance the architectural quality of the project.

- Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may be allowed with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Sub-Area 3 (Dillon/Gilman)

The following land uses are allowed in this area:

- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- Attached residential units.
- Mixed-use developments containing residential and commercial uses as permitted by Sections 21.26.020 and 21.26.030 of the C-3 (Downtown Business District) Ordinance.

The allowable dwelling unit densities for residential projects are contained in the following chart.

Minimum Acreage	Minimum Lot Size	Allowable Density Range
0.50 acres	21,780 sq. ft.	12-16 DU/ACRE
1.00	43,560	12 to 20
1.25	54,450	12 to 24
1.50	65,340	12 to 27

The maximum floor area ratio for industrial and commercial uses is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25
0.69	30,000	0.30
1.03	45,000	0.35

Sub-Area 4 (Old Camden Ave.)

The following land uses are allowed in this area:

- Industrial uses as governed by Sections 21.32.020 and 21.32.030 of the M-1 (Light Industrial) Zoning Ordinance.
- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- The maximum floor area ratio for uses in Area 4 is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25
0.69	30,000	0.30
1.03	45,000	0.35

Sub-Area 5 (Expressway Commercial)

The following land uses are allowed in this area:

- Industrial uses as governed by Sections 21.32.020 and 21.32.030 of the M-1 (Light Industrial) Zoning Ordinance.
- Commercial uses as governed by Sections 21.24.020 and 21.24.030 of the C-2 (General Commercial) Zoning Ordinance.
- Expressway-oriented commercial uses such as hotels, motels and restaurants are strongly encouraged in this area. When approving new developments, which do not propose expressway-oriented commercial uses, the City shall adopt findings that the development does not preclude or hinder opportunities for a major expressway-oriented commercial project.
- Automobile repair uses are generally discouraged except where the site has previously been utilized for an automobile repair use and where the project will not be disruptive to the redevelopment of the Area.

The maximum floor area ratio for uses in Area 5, except for hotel/motel uses, is shown on the following chart. Modifications or additions to the floor area of buildings existing at the time of adoption of this policy may exceed the floor area ratios contained in the following chart with the approval of the Planning Commission. The modification shall not substantially reduce the potential for comprehensive redevelopment of the area.

Minimum Acreage	Minimum Lot Size	Maximum Floor Area Ratio
0.00 acres	0 sq. ft.	0.20
0.46	20,000	0.25

0.69	30,000	0.30
1.03	45,000	0.35

The maximum floor area ratio for hotel or motel uses shall be 1.0.

Density Bonus Policy

The City shall grant a density bonus for projects, which meet the requirements contained in the City's Density Bonus Ordinance.

Project Design

Residential Entries

Entries to residential units along a public street shall be oriented to the street.

Public Street Elevations

The public street elevation of residential projects should create a neighborhood appearance and provide visual interest by incorporating architectural elements such as porches, projecting eaves and overhangs, dormer elements, variation in building wall planes and roof elements and well-defined unit entries. The building design should provide a pedestrian scale, which reduces the perceived mass of the structures.

Visibility into Private Developments

Residential projects shall be designed to provide visibility into the core of the project where the project adjoins streets or the Los Gatos Creek Trail. Public parking for trail users should be provided where possible.

Building Mass along Los Gatos Creek

Structures adjoining the Los Gatos Creek Trail shall be designed to minimize the perceived mass of the building as viewed from the Trail and to enhance the project's appearance as viewed from Highway 17. The following techniques may be utilized to accomplish this objective:

- Minimize the width of building elevations facing the trail (eg: orient the side of the structure towards the trail).
- Provide movement and variation in building wall planes.
- Provide variation in roof elements.
- Step-back upper story elements away from the Creek Trail.
- Provide tree species with large, dense canopies to screen the structures.

Access to the Los Gatos Creek Trail

Additional public pedestrian/bicycle access points to the Los Gatos Creek Trail should be provided in the SOCA area. The City should evaluate future projects for opportunities to provide additional public access connections.

Trail Amenities

Projects adjacent to the Los Gatos Creek Trail shall provide trail amenities such as drinking fountains and benches along the trail for public use, as appropriate

Grading

Grading for projects in Area 2 should reflect and retain the natural topography of the site.

Parking

The City shall ensure that new projects provide adequate on-site parking to meet the project's parking demands. The City may require the submission of parking studies as necessary to document that project parking needs are fulfilled on-site. Shared parking arrangements may be considered for mixed use projects. The City shall require the necessary parking studies to ensure that adequate on-site parking is provided under the shared parking concept.

Structured Parking Facilities

Structured parking facilities shall be submerged to the maximum extent possible. Structured parking shall be architecturally treated to be consistent with the overall architectural design of the building.

Circulation

Dillon Ave. Extension

In Area 2, the roadway system should provide an extension of Dillon Avenue to improve circulation, provide emergency vehicle access and integrate projects in this area. Emergency vehicle access should be extended to the southern portions of Area 2. The feasibility and desirability of extending street access to the southern portions of Area 2 should be evaluated in conjunction with review of project proposals.

Dell Ave./Camden Ave.

In conjunction with new development in Area 5, safety improvements to the on and off-ramps from San Tomas Expressway to Dell Avenue should be evaluated. Consideration should be given to abandonment of the existing road linking Dell Avenue to Camden Avenue and construction of an extension of Dell Avenue easterly to Camden Avenue.

Landscaping

Street Tree Plan

The City shall develop a specific street tree plan for the SOCA area, which identifies the tree species that will be required along streets in the area. The City shall also develop a streetscape standard for Railway Avenue, including plant materials, pedestrian walks, pedestrian lighting and street furniture.

Views from Highway 17 and the Creek Trail

Landscaping shall be located to screen and filter views of buildings. Tree groves shall be provided along the eastern edge of Areas 2 and 3 to screen projects as viewed from Highway 17 and the Los Gatos Creek Trail.

Project Tree Types

Projects shall incorporate a mix of evergreen and deciduous tree types to provide tree screening throughout the year.

Fencing along Los Gatos Creek

Solid fencing is strongly discouraged along the Los Gatos Creek Trail. Applicants are encouraged to use landscaping to define project boundaries along the Creek Trail frontage rather than fencing.

Naturalized Plant Materials

Naturalized plant species are encouraged immediately adjacent to the creek trail.

Public Improvements

Area Wide Improvements

Project applicants shall be required to participate in SOCA area-wide improvements, as specified in conditions of approval.

Light Rail Transit

Light rail transit is strongly encouraged on the Southern Pacific Railroad right-of-way, including resident-serving light rail stations.

San Tomas Area Neighborhood Plan (STANP)



The San Tomas Area Neighborhood Plan is located on the southwest portion of Campbell.



City of Campbell

Community Development and Public Works Departments

SAN TOMAS AREA NEIGHBORHOOD PLAN

Campbell City Hall
70 N. First Street
Campbell, CA 95008
408.866.2140
www.ci.campbell.ca.us

Adopted by Resolution No. 8574
Effective December 16, 1993
Amended by Resolution No. 9633
Effective January 18, 2000

ACKNOWLEDGMENTS

City Council-1993

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Donald Burr
Robert Dougherty

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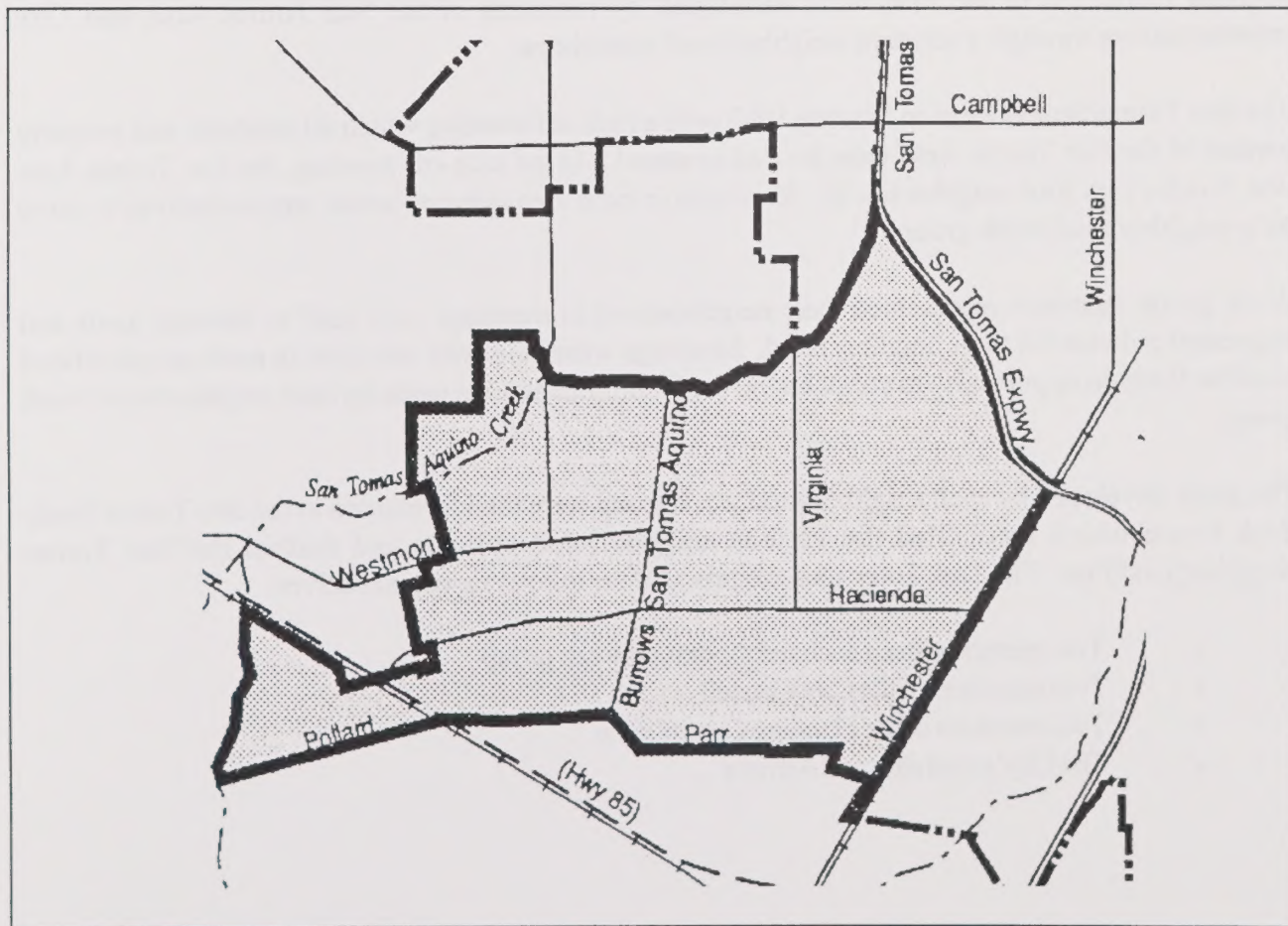
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INTRODUCTION

The purpose of the San Tomas Area Neighborhood Plan is to provide a coherent framework for development in the San Tomas Area. This document establishes land use and transportation policies for use in the San Tomas Area. The Plan serves several purposes. Most importantly it establishes specific policies to preserve the unique character of the San Tomas Area and enhance the quality of life for its residents. In addition, the Plan serves as an educational resource to guide building or remodeling in the San Tomas Area.

The San Tomas Area is a residential neighborhood equaling approximately 1-1/2 square miles located in the southwest portion of the City. The area is unique in that it retains a more informal character than other parts of Campbell, in part due to the large, often irregular lots and to the lack of standard curbs, gutters and sidewalks along its streets.

San Tomas Neighborhood



San Tomas Area Neighborhood Plan

Since 1980, the City recognized the San Tomas Area as unique in terms of its rural character and has maintained a policy of:

1. Maintaining the area as low-density residential
2. Encouraging larger-than-minimum lot sizes
3. Encouraging the planting of trees, shrubs, greenery and other landscaping materials in new developments.
4. Preserving existing trees and shrubs
5. Considering alternate street improvements in appropriate areas

In 1991, the Campbell City Council authorized the San Tomas Study to review land use and transportation policies for the San Tomas Area. The Study responded to concerns raised by residents of the San Tomas Area over recent projects considered out of character with the area and concerns about increasing traffic in the neighborhood. The San Tomas Area Neighborhood Plan is the result of the San Tomas Study.

The Plan was developed after extensive public participation. Approximately 30 meetings were held in the nine month period between January 1993 and September 1993. The land use and transportation policies contained in the Plan were developed by residents of the San Tomas Area and City representatives through a series of neighborhood workshops.

The San Tomas Study began in January 1993 with a kick-off meeting which all residents and property owners of the San Tomas Area were invited to attend. At the kick-off meeting, the San Tomas Area was divided into four neighborhoods. Residents in each area selected seven representatives to serve on a neighborhood work group.

Work group members represented their neighborhood in meetings with staff to develop goals and suggested policies for their neighborhood. Meetings were held with residents in each neighborhood to allow them an opportunity to comment on the recommendations made by their neighborhood work group.

The goals developed by each neighborhood work group were then forwarded to the San Tomas Study Task Force which reconciled the various neighborhood policies and drafted the San Tomas Neighborhood Plan. The Task Force was comprised of the following representatives:

- Two members from each neighborhood work group
- Two members of the City Council
- Two members of the Planning Commission
- The City's Architectural Advisor

San Tomas Area Neighborhood Plan

Upon completion of the draft plan, the San Tomas Task Force held an area-wide meeting where the plan was presented and discussed. Based on input from the area-wide meeting, the plan was modified and sent to the Planning Commission and City Council for public hearings.

In addition to extensive public participation, the Plan is noteworthy because it is Campbell's first neighborhood plan. The Plan recognizes the unique qualities of the San Tomas Area and serves as a blueprint for the concrete steps to be taken to preserve the neighborhood. As such, the San Tomas Area Neighborhood Plan may serve as model for other areas of the City.

In 1998, the City Council authorized a limited review of the San Tomas Plan focusing on street standards and minor additions to existing single family homes. Staff held several community meetings and surveyed residents regarding the two issues. The amendments were then scheduled for public hearings before the Planning Commission and City Council in late 1999 and early 2000.

LAND USE ISSUES

Goal Statement

These policies are intended to preserve the unique qualities of the San Tomas Area. New development and additions should respect and enhance the best aspects of the area. The San Tomas Area will remain a primarily low-density single family residential area.

Objectives

1. Ensure that the size of homes are in proportion to lot size.
2. New developments and additions to existing homes should be integrated with homes in the surrounding area.
3. Ensure that projects in planned developments zones are compatible with the surrounding area.
4. Use landscaping to enhance the rural characteristics of the area.
5. Establish criteria to determine larger than minimum lot size.

Land Use Policies

A. Relationship to Municipal Code

Development standards stated in Title 21 of the Campbell Municipal Code that are not specified in this section shall remain applicable. In the case of conflict between the San Tomas Neighborhood Plan and Title 21 of the Campbell Municipal Code, the standards contained herein shall prevail.

B. Setbacks

1. Front Yard Setbacks

The minimum front yard setback shall be shown on Page 5.

Exceptions:

- a. The entrance to a garage or carport shall be no closer than 25' to any public right-of-way.
- b. A minimum street side yard setback of 12' shall be provided on corner lots.

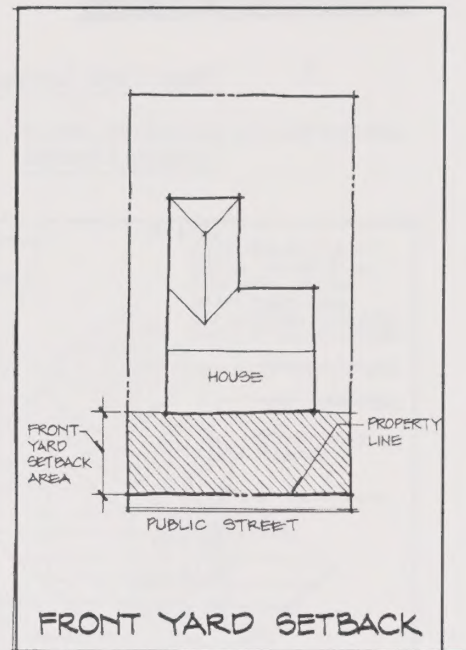
San Tomas Area Neighborhood Plan

Zoning District

R-1-6
R-1-8
R-1-9
R-1-10
R-1-16

Setback

20'
20'
20'
25'
25'



2. Side Yard Setbacks

Zoning District

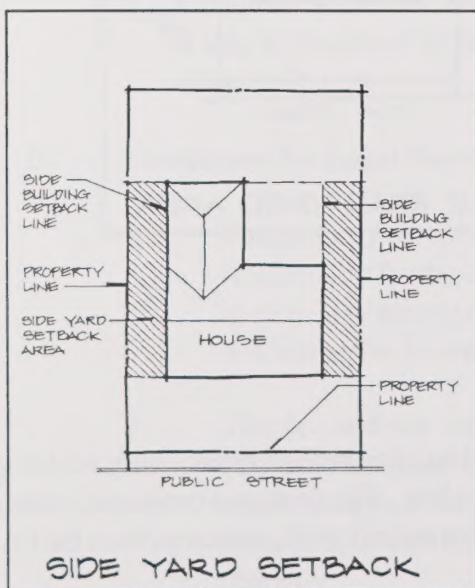
R-1-6

R-1-8,9,10,16

Setback

The greater of five feet, or one-half the height of the building wall adjacent to the property line.

- At least one side yard shall be the greater of 10' or sixty percent of the height of the building wall adjacent to the property line.
- The other side yard shall be the greater of eight feet or sixty percent of the height of the building wall adjacent to the property line.
- The side yard setbacks for legally created lots with a lot width less than 60' shall be the greater of five feet or one-half the height of the building wall adjacent to the property line.



San Tomas Area Neighborhood Plan

3. Rear Yard Setbacks

Zoning District

R-1-6

R-1-8

R-1-9

R-1-10

R-1-16

Setback

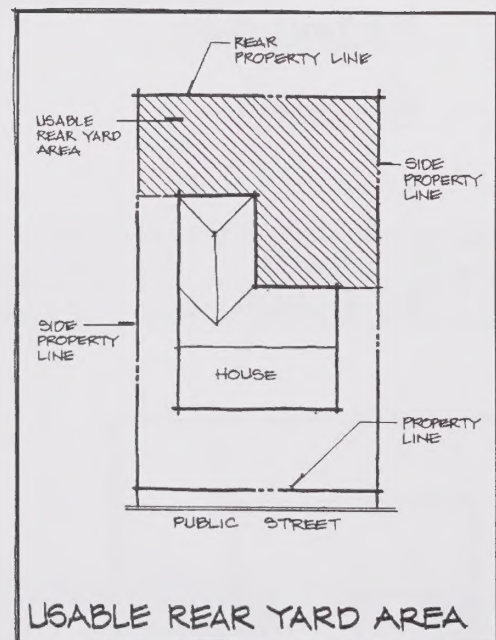
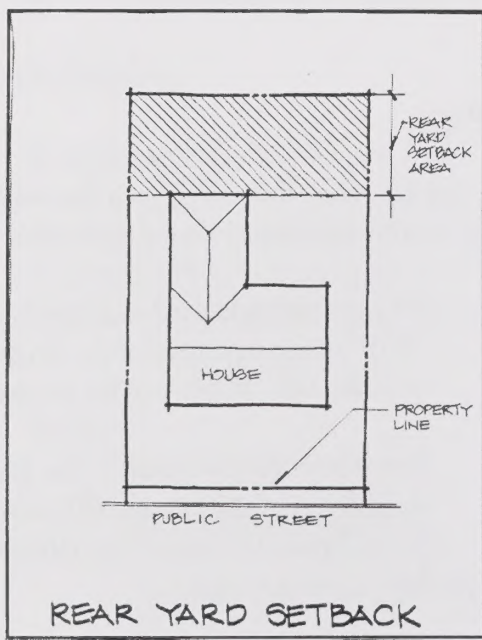
- a. 20'
- b. 10' where the useable rear yard area = 20 x Lot width. (For the purposes of this section, the useable rear yard area shall be defined as that area bounded by the rear building lines extended to the side lot lines and rear property line.)

20'

25'

25'

25'



C. **Building Coverage/Floor Area Ratio (FAR)**

The maximum building coverage and FAR for a residential building with all its accessory buildings including private garages and carports shall be as shown below. The floor area contained within a basement with a ceiling height less than 2- feet above existing natural grade, is exempt from the FAR requirement.

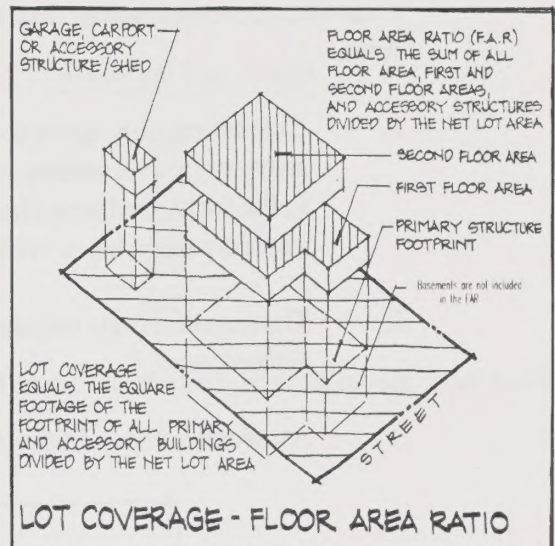
San Tomas Area Neighborhood Plan

Building coverage and FAR calculations shall be of the net lot area, excluding private streets, common areas or the stem of flag lots:

Zoning District	Building Coverage Ratio	Floor Area
R-1-6	40%	.45
R-1-8	35%	.45
R-1-9	35%	.45
R-1-10	35%	.45
R-1-16	35%	.45

Additions in excess of .45 FAR may be added to existing single family homes when the following criteria are met:

1. The total building area does not exceed a .50 FAR
2. The home has been finaled for occupancy for at least one year
3. The property owner applies for site and architectural approval
4. The Planning Commission provides notice in accordance with the Municipal Code
5. The Planning Commission makes the following findings and approves the addition:
 - a. the addition is a simple extension along existing building lines
 - b. it complies with the STANP design guidelines
 - c. it is compatible with the architecture of the existing home and the adjacent neighborhood
6. The lot area is less than 8,000 square feet.
7. A property with a net lot area of 8,000 to 8,999 square feet may add to an existing home, as long as the sum of all floor area of the home does not exceed 4,000 square feet regardless of the FAR.



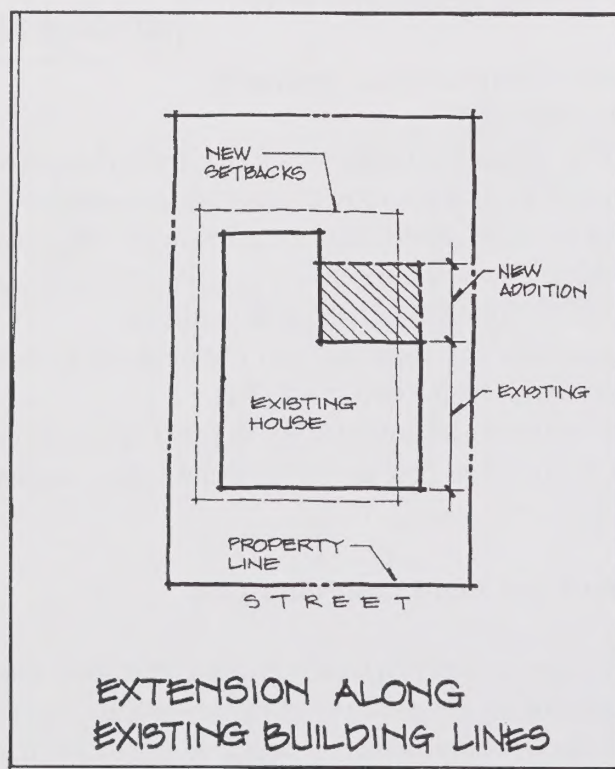
D. Exceptions for Legal Non-Conforming Lots

1. The property owner of a legally created lot that does not meet the minimum lot size requirement for the district in which it is located (e.g. a 6,000 square foot lot located in an R-1-10 zoning district) is permitted an exception, as provided below, to the side and rear setbacks and lot coverage requirements.
2. The side and rear setbacks and lot coverage requirements for legal nonconforming lots shall be based on the standards of the zoning district in which the lot would be conforming (e.g. the setback and lot coverage requirement for a 6,000 square foot lot in an R-1-10 zoning district would be based on the standards for the R-1-6 zoning district.)

E. Extension Along Existing Building Lines

Additions to legally existing structures may be extended along the first floor of existing building lines even when the existing first floor setbacks do not meet the setback requirements for the San Tomas Area.

1. Extensions only apply to first story additions that are not detrimental to the public health, safety or general welfare of persons residing or working in the neighborhood (e.g. an addition in the front yard area along an existing building wall may not be placed in a manner that impairs pedestrian or vehicular safety.)
2. The extension may maintain existing setbacks but shall not further encroach into any required setback area.
3. All second story additions must comply with the standards for the San Tomas Area.



F. Maximum Building Height

The maximum height of a building shall be 28 and shall not exceed 2-1/2 stories measured from the adjacent natural grade.

G. Minimum Lot Width

1. The minimum width of all newly created parcels, except parcels on cul-de-sac bulbs, shall be as follows:

<u>Zoning District</u>	<u>Minimum Lot Width</u>
R-1-6	60'
R-1-8	70'
R-1-9	70'
R-1-10	80'
R-1-16	80'

2. The minimum lot width for all newly created parcels on the bulb of a cul-de-sac shall be 60 feet.

H. Front Yard Paving

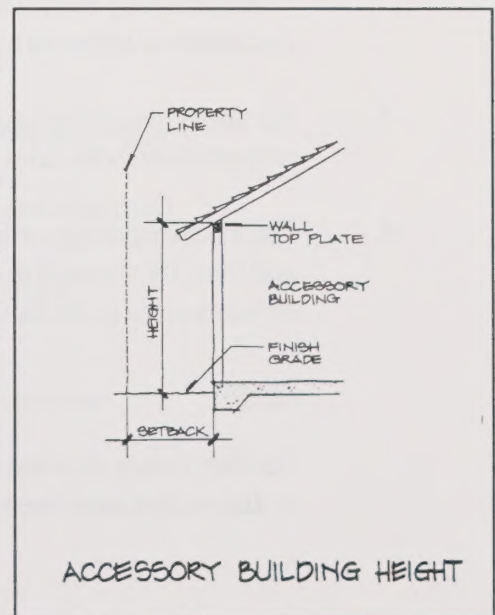
A minimum of 50% of the required front yard setback area must remain unpaved. Increases in the amount of allowable paving may be approved by the Community Development Director if necessary to provide safe ingress and egress from the site.

I. Accessory Buildings

Accessory buildings and detached private garages and carports, not exceeding one story nor 14 feet in height may be allowed as follows:

1. Setbacks for accessory buildings, including private garages and carports shall be five feet for buildings with a wall height of eight feet or less. The height may be increased by one foot for each additional 1-1/2 feet of setback up to a minimum of 14', as described in the table below.

<u>Wall Height</u>	<u>Setback</u>
8' to 9'	5.0'
9' to 10'	6.5'
10' to 11'	8.0'
11' to 12'	9.5'
12' to 13'	11.0'
13' to 14'	12.5'
14'	14.0'



2. Other than the standards specified in this Section, accessory buildings shall be developed in accordance with the requirements specified in Section 21.08.020.D of the Campbell Municipal Code.

J. Landscaping

1. All new developments shall be required to provide a minimum of one tree per 2,000 square feet of net lot area. Existing trees within the net lot area shall be included in the total. All new trees shall be planted within the net lot area.
2. All new development shall comply with the Water Efficient Landscape Guidelines, as adopted by the City Council, for retention of existing plant materials.

K. Site and Architectural Review

1. Construction of a building or structure on an undeveloped lot in an R-1-8, R-1-9, R-1-10 and R-1-16 Zoning District shall be permitted only after the project receives site and architectural approval by the Planning Commission. The requirements for site and architectural approval are set forth in Chapter 21.42 of the Campbell Municipal Code.
2. Construction of a building or structure on an undeveloped lot in an R-1-6 Zoning District and additions to existing structures in all single family residential zoning districts shall be permitted only after the project receives site and architectural approval by the Community Development Director, except additions to single family homes that exceed .45 FAR. Additions to single family homes in excess of a .45 FAR but are less than a .50 FAR require Site and Architectural approval by the Planning Commission.
3. All applications for new development shall include photographs of the subject site and properties on both sides of the street.
4. The following design criteria shall be used by applicants, City staff, the Planning Commission and the City Council to evaluate proposed new developments and additions to existing developments in the San Tomas Area.

Intent

The San Tomas Area has a distinct character from the rest of Campbell. The criteria contained in this section have been developed to protect and reinforce the desirable characteristics of

this area. The criteria are intended to provide guidance to applicants and consistency in design review.

The criteria apply basic design principles which are general in nature and reflect the major concerns of neighborhood compatibility and site planning, including the relationship of a home to its neighbors. In an existing neighborhood, such as the San Tomas Area, new development and additions to existing homes should have their own design integrity while incorporating some design elements and materials found in the neighborhood. These criteria are not intended to prescribe a specific style or design.

Compatibility

1. New homes and additions to existing homes should incorporate representative architectural features of homes in the San Tomas Area such as, shape, form, roof pitch, and materials. Architectural design features historically found in the San Tomas Area are described below. New projects should avoid abrupt changes that result from introducing radically different designs or sizes of structures.

Some projects have utilized design features that are not commonly found in the area and are out of scale with surrounding homes. Special care must be used when introducing design features not commonly found in the area to ensure they are architecturally compatible with the surrounding neighborhood.

Architectural features historically found in the San Tomas Area include the following:

- Simple rectangular shaped forms
- Simple rooflines: gabled or hipped
- Shallow window fenestration
- Visually light roof materials (composition, shingles)
- Wood siding or stucco exteriors
- One or two car garages (detached and attached)

Features not commonly found in the area include:

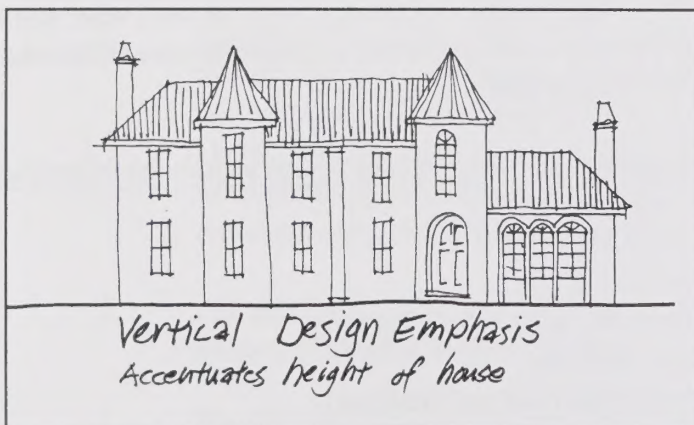
- Complex shapes
- Complex rooflines
- Tall two story entry ways or heavy columns
- Complex window fenestration
- Stucco with heavy moldings

2. Use exterior materials compatible with homes in the San Tomas Area.
3. New homes and additions to existing homes should not be “walled-off” from adjacent homes as viewed from the street.
4. Front yard landscape similar to the adjacent home is encouraged.

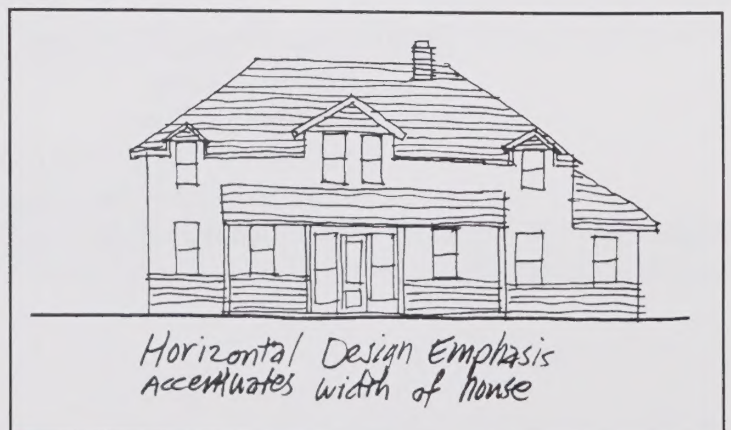
Scale & Mass

Building scale refers to the proportional relationship of a structure in relation to objects next to it, such as other buildings or people. Building mass is the size of a structure.

1. The perceived scale and mass of new homes should be compatible with homes in the surrounding area. Minimize the use of design features that accentuates the size of new houses so that they do not appear significantly larger than the adjacent homes. This can be accomplished by minimizing the use of two story vertical design elements such as turrets and two story entry ways, where possible, use one and a half story designs with dormers or partial two story designs.



Not Desirable

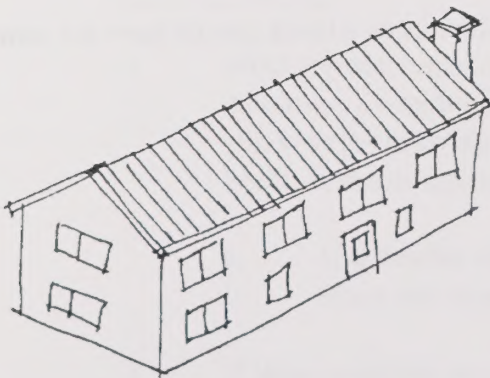


Desirable

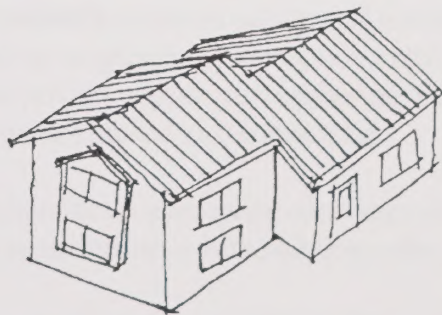
2. The perceived scale and mass of a proposed addition to an existing home should be of a similar shape and form as those in the original house. The perceived scale and mass should also be compatible with homes in the surrounding area.
3. Architectural elements within the design of new homes and additions to existing homes should be in proportion to the overall home design.

Surface Articulation (Changes within wall and roof planes)

1. The amount of wall and roof plane articulation should be similar to adjacent homes. Most of the homes in the area have simple geometric shapes and forms. The homes are usually comprised either of one or more rectangular shapes with gable or hipped roofs or with intersecting pitched roofs.
2. Design of homes should avoid long unarticulated wall and roof planes especially, on two story elevations.
 - a. Changes within the wall and roof planes can be accomplished when one of the forms is setback several feet or when a gable end fronts the street, and through the use of porches that run across the front of the house.
 - b. Changes within the wall and roof planes can also be accomplished through the textural use of materials. This is seen in the use of horizontal wood lap siding, wood trim around windows and doors and shingle textures on the roofs.



Long Unarticulated Massing



Articulated Massing

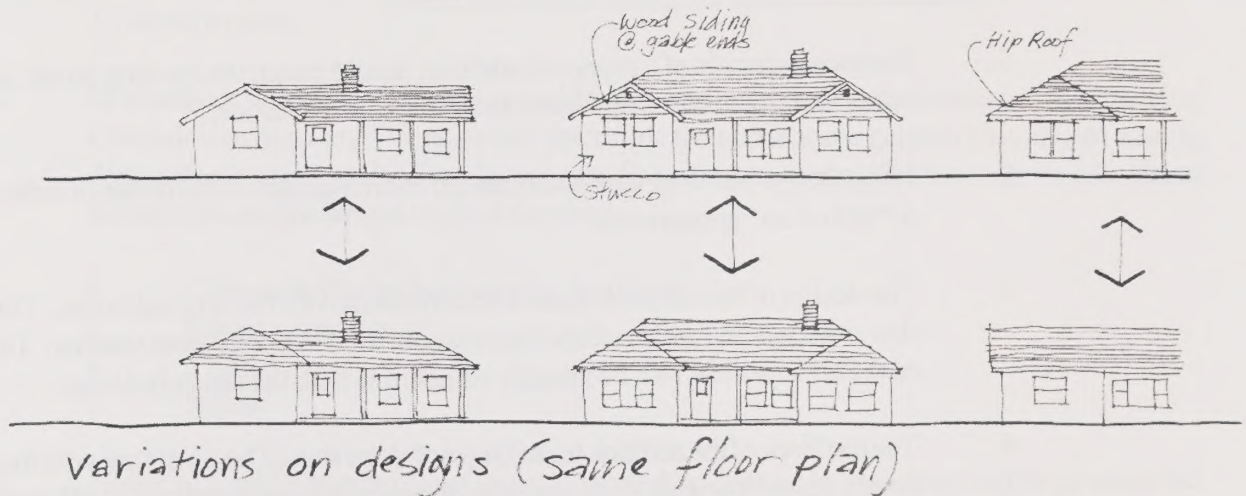
Building Orientation

1. New homes and additions to existing homes should be located on the lot in a similar manner as adjacent homes within the current setback requirements.
2. Garages should not dominate the front facade. To limit the prominence of garages, projects shall incorporate at least one of the measures below. This section shall apply to new garages and additions to existing garages.
 - a. Garages placed in front of the house should not exceed 50% of the linear front elevation with the remainder of the elevation devoted to living area or porch.
 - b. Garages exceeding 50% of the linear front elevation shall either:
 - (1) Recess the garage from the front wall of the house a minimum of five feet.
 - (2) Provide an entry porch or trellis extending the front of the face of the garage.
 - c. Orient the entry to the garage away from the street.
 - d. Other similar features as approved by the Community Development Director.

Exterior Design Variation

1. Exterior elevations should be significantly varied with a project. To accomplish this:
 - a. No two identical elevations should be adjacent to one another nor directly across the street from one another, including mirror image elevations.
 - b. No more than 25% of the homes on a block should have the same elevation.

2. Significant varied exterior elevations means substantial changes in the shape, mass, roofline, front entry treatment, window usage and materials that can be seen in the designs.



Grading

Most of the homes in the San Tomas Area have pad heights close to natural grade. To avoid accentuating the height of buildings and to ensure the privacy of existing adjacent homes, grading should be limited to the minimum amount necessary to provide adequate drainage.

Privacy Impacts

1. Most privacy impacts are due to the number, placement and size of second floor windows. To minimize adverse impacts on neighboring properties, carefully place windows (by studying sightlines) to avoid privacy impacts on neighboring backyards. Methods to accomplish this include, but are not limited to, the following:
 - a. Use smaller windows to help minimize the perception of privacy invasion.
 - b. Place sills up as high as possible in conformance with building codes.
2. If large windows are desired, plant non-deciduous trees in the sightline corridor to obscure views.

3. Second floor decks oriented toward the side and rear yards can be a source of privacy invasion to the backyards of adjacent homes. To avoid this:
 - a. Minimize the size of decks.
 - b. Use a solid wall instead of an open railing (especially towards the sideyards).

Integration of Additions with the Existing Home

1. Exterior materials of a proposed addition should match the existing home, unless the entire exterior is being replaced to match the new addition.
2. Integrate second story additions into the overall design of the house in order to avoid a “tacked on” appearance.
3. The design of the addition should be consistent with the original home. This means that materials and architectural elements are used in a consistent manner. The design of the home should also be visually compatible with the adjacent design.
4. The rooflines of the addition including roof slope should be consistent with the existing house, unless a steeper slope is needed to accommodate a one and a half story design.
5. New windows should either match the style, material and color of the original windows or the original windows should be replaced to match the ones used on the addition.
6. New window treatments should also be in keeping with the styles found in the adjacent homes.

L. General Plan/Zoning Amendments

The criteria below should be applied to amendments to change the General Plan and/or the Zoning Designation of parcel(s) in the San Tomas Area.

1. The proposed general plan and/or zoning designation should be at least equal to the predominate general plan and/or zoning designation of parcels contiguous to, or directly across a public right-of-way from the subject site.

2. Notwithstanding the above, existing parcels that are designated for single family residential development which are contiguous to other parcels designated for single family residential must remain designated for single family residential.
3. With the exception of parcels directly abutting Winchester Boulevard, no General Plan Amendment in the San Tomas Area should exceed the low-medium density classification of 6-13 units per acre.
4. In situations where no general plan and/or zoning designation is predominant, the Planning Commission and City Council shall determine the appropriate general plan and/or zoning designation based upon land use factors specific to the subject site. The factors to be considered include, but are not limited to, the following:
 - Compatibility with adjoining land uses
 - Privacy Impacts
 - Traffic
 - Noise
5. Notice of a public hearing for a General Plan and/or Zoning Amendment shall be as specified in Chapter 21.78 of the Campbell Municipal Code. In addition, a notice containing the time, place and general purpose of the hearing shall be placed at the project site at least 10 days prior to the meeting.

M. Planned Development Zones

The standards below shall apply to Planned Development (PD) projects in the San Tomas Area:

Low Density Residential Projects (less than six units per acre)

1. Low density residential projects in PD zones shall conform with the standards for single family development contained with this document and the Campbell Municipal Code, except that private local access streets shall be permitted when there is a home owner's association established to maintain them.
2. In addition to the parking requirements for single family homes specified in Section 21.50.50 of Campbell Municipal Code, low density residential PD projects shall provide shared guest parking totaling two spaces per unit. Spaces located in the driveways of the units shall not be included as guest parking.

3. The minimum lot size for low density residential projects in PD zones shall be at least equal to the predominant minimum lot size requirement of parcels contiguous to, or directly across a public right-of-way from the subject site.
 - a. In situations where no minimum lot size requirement is predominant, the Planning Commission and City Council shall determine the appropriate minimum lot size based upon land use factors specific to the subject site.
 - b. The minimum lot size shall not include the private local access street, common areas or open space areas.
 - c. Common areas and open space areas are exempt from the minimum lot size requirements.

Low-Medium Density Projects (6-13 units per acre)

1. Low-Medium density developments in PD zones shall be compatible with the existing neighborhood. To integrate new projects with the neighborhood, low-medium density developments should conform to the following criteria:
 - a. To the extent possible, the public street elevation of any unit or building group shall foster the appearance of single family residential design. The width of the individual units should be expressed architecturally on the exterior elevation.
 - b. Building design shall contain traditional single family architectural elements. These elements may include, but are not limited to, defined entries, porches, projecting eaves and overhangs. The intent of this criteria is to provide a single-family residential scale and help reduce building mass.
 - c. The entry way of units adjacent to a public street shall be oriented to the public street and should not be walled-off or inward oriented. The backs of units and privacy fences should not face public streets.
 - d. The appearance of attached garages shall be minimized by incorporating the measures listed below, or other similar measures as approved by the Community Development Director:
 - (1) Limit garage doors to no more than 50% of the linear front elevation of a unit or building group, with the remainder of the elevation devoted to living area or porch.
 - (2) Garages which exceed 50% of the front elevation shall either:
 - Provide an entry porch with a porch roof or trellis extending in front of the face of the garage.
 - Recess the garage from the front wall of the house a minimum of five feet.

San Tomas Area Neighborhood Plan

2. The maximum height for a low-medium density development shall be 28 feet and not exceed 2-1/2 stories.
3. Buildings shall be setback 15' from the property line of adjacent parcels and the public right-of-way, except that garages or carports shall be 25' from any public right-of-way.

TRANSPORTATION ISSUES

Goal Statement

The City should manage and develop the transportation system in the area to retain the rural character while providing for adequate traffic, pedestrian and bicycle circulation and safety. For local streets it is undesirable to introduce urban street standards in those neighborhoods that have remained rural.

Objectives

1. Maintain the rural appearance of the local streets in the San Tomas Area.
2. Take the minimum amount of right-of-way and provide only the minimum street widths necessary to maintain appropriate traffic function and safety.
3. Match the actual use of streets with their functional classification and also provide for a more uniform physical appearance along all streets.
4. Traffic through the area should be discouraged and routed via Winchester Boulevard, Pollard Road, Quito Road and Campbell Avenue.

Transportation Policies

A. Truck Routes

Truck routes in the San Tomas Area should be restricted to arterial routes and only those collectors where the predominant abutting land uses are commercial and industrial. This means that only Pollard Road and Winchester Boulevard are truck routes within the San Tomas Area and the Campbell Municipal Code should be changed accordingly.

B. Street Design Standard Implementation Policies

1. New Streets

All newly created streets shall be designed and built according to the San Tomas Public Improvement Plan and the corresponding City Standard details. New streets shall be improved with rolled curbs for improved drainage.

2. Existing Streets

Existing streets are required to be improved consistent with the San Tomas Street Improvement Plan (attached).

- a. Any proposed new development located on those streets identified for street improvements would be required to dedicate right-of-way to the predominant dimension and construct the street to the predominant street width, install curb, gutters, sidewalks and street lights, as necessary.

3. Deferred Improvement Agreements

Deferred improvement agreements may be taken in lieu of installation of street improvements in the San Tomas Area, as determined by the City Engineer.

4. Removal of Existing Improvements

Property owners may apply for an encroachment permit to remove existing improvements that are not required under the San Tomas Street Improvement Plan. The property owner shall remove these improvements at their cost.

5. Return of Excess Right-of-Way

Property owners may request that any right-of-way no longer necessary under this policy be reverted to the property owner. The City's current procedures for vacation of excess right-of-way will apply.

6. Existing Deferred Street Improvement Agreements

Previous practice has created a number of secured improvement agreements for properties which under the current San Tomas Policy will no longer be required. A notice of fulfillment of the agreement will be recorded and the securities returned.

7. Exceptions

All exceptions to the policies contained in this document shall be subject to review and approval by the City Council.

Appendix A
San Tomas Public Improvement Plan

SAN TOMAS PUBLIC IMPROVEMENT PLAN INDEX



SAN TOMAS PUBLIC IMPROVEMENT PLAN



Scale: 1" = 650'

Legend:

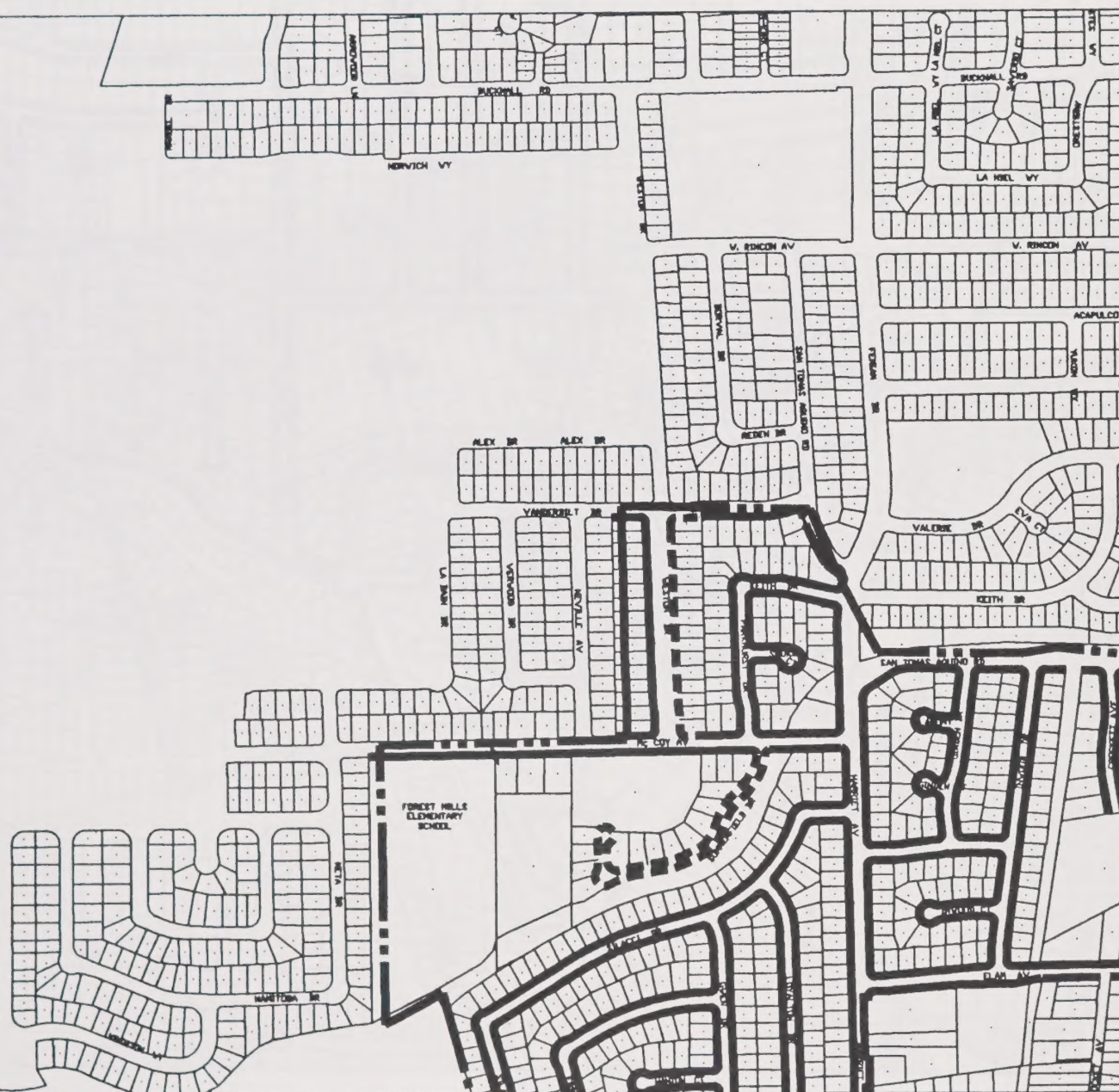
Curb, Gutter,
Sidewalk, and
Lighting

Rolled Curb

San Tomas
Area Boundary

* Map represents
type of improve-
ments only -
(actual location
of improvements
not accurately
shown)

Adopted By
City Council
Jan. 18, 2000



SAN TOMAS PUBLIC IMPROVEMENT PLAN



Scale: 1" = 650'

Legend:

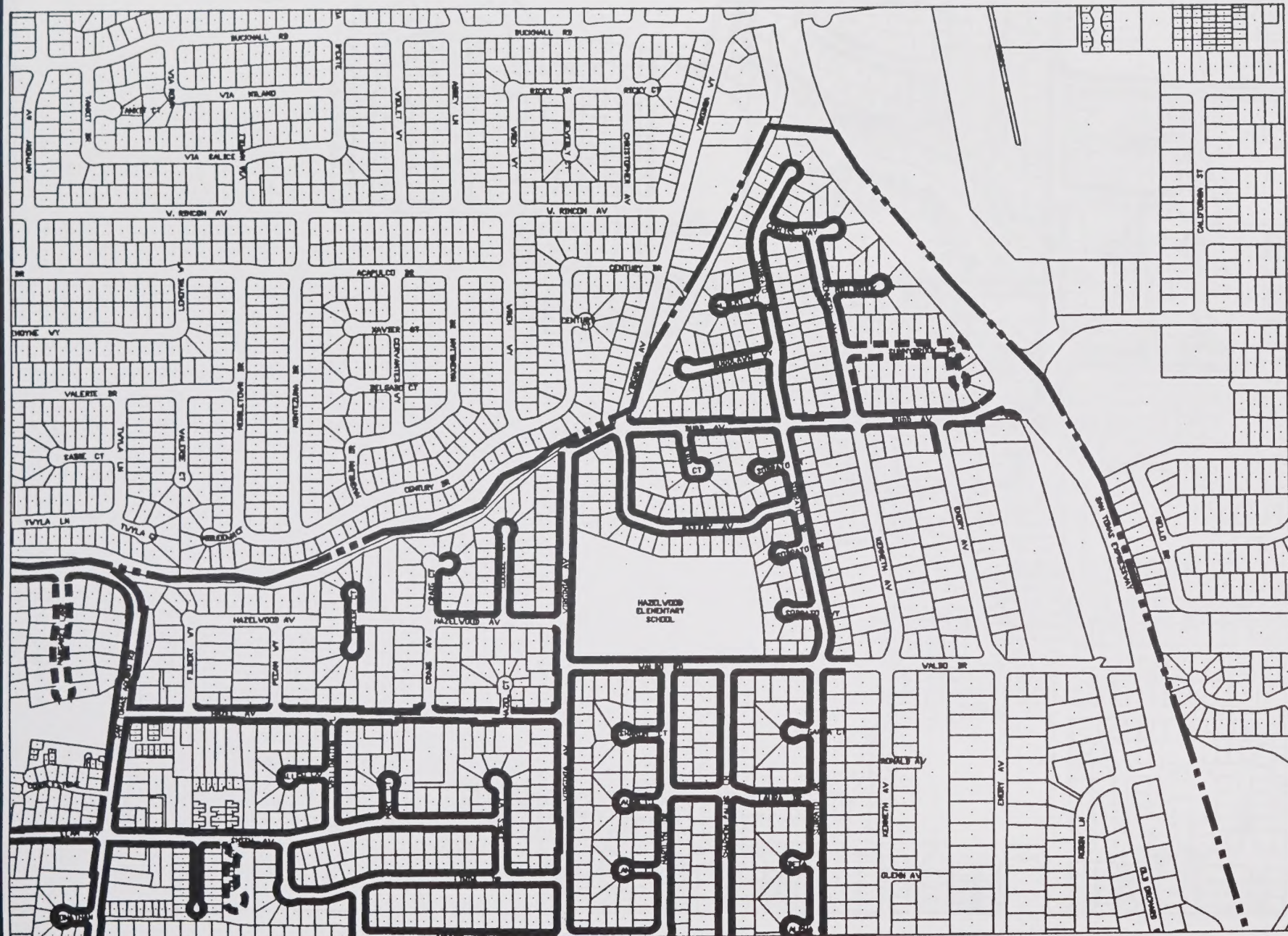
Curb, Gutter,
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SAN TOMAS PUBLIC IMPROVEMENT PLAN



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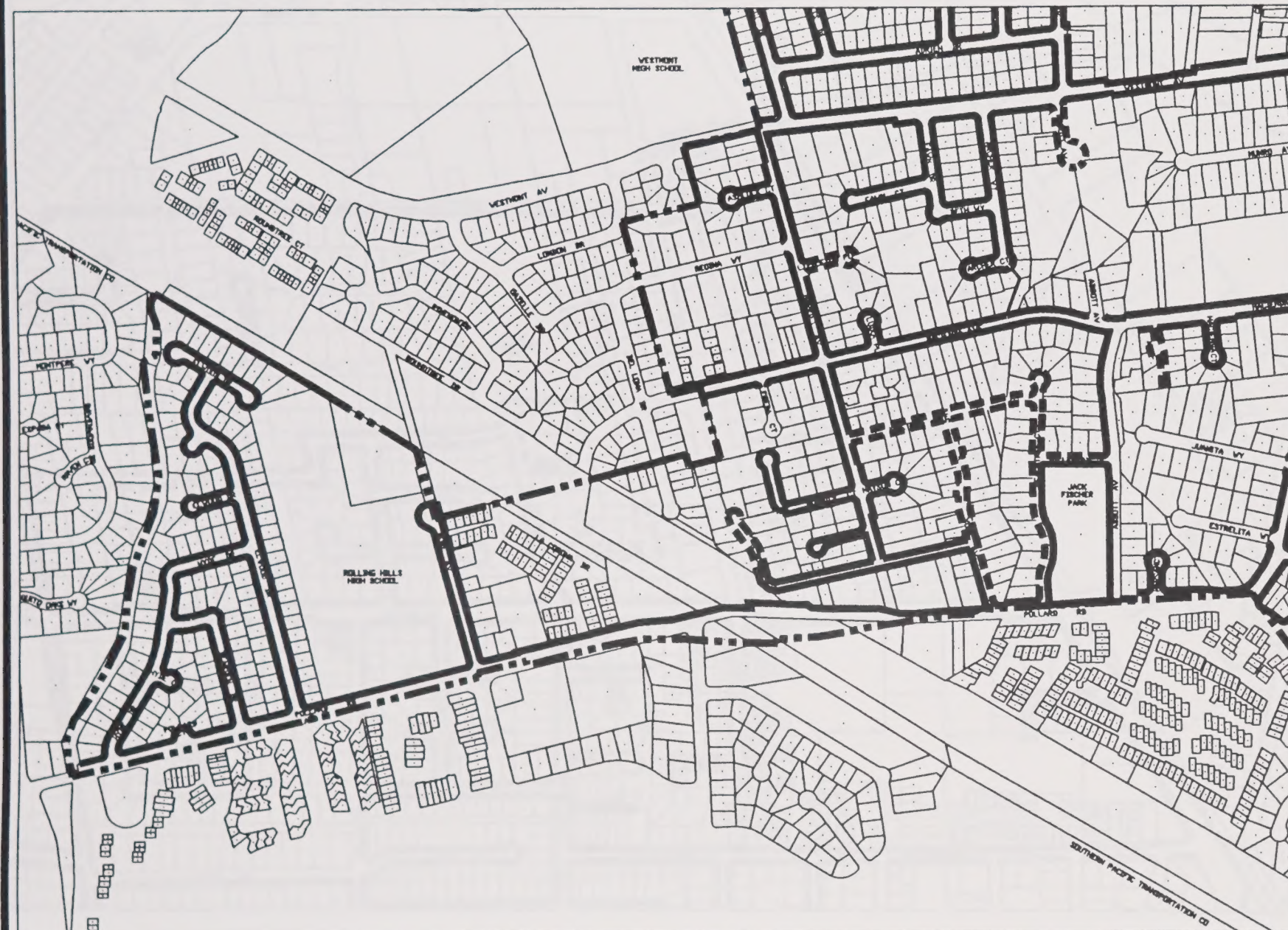
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San Tomas
Area Boundary

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Adopted By
City Council
Jan. 18, 2000



Appendix B

Streets Listed by Type of Improvements

Streets Listed by Type of Improvements - Adopted by City Council Resolution 1/18/2000

(A) Streets or street segments that are fully or substantially improved with curb, gutter and/or sidewalk improvements; or with rolled curbs (infill lots will continue to require full improvements)

- 1 Adrien Drive
- 2 Albert Way
- 3 Allen Way
- 4 Alpha Court
- 5 Archer Court
- 6 Archer Way
- 7 Ashlock Court
- 8 Audrey Avenue (south side-from east of Oburn to Burrows)
- 9 Bearden Drive
- 10 Bedal Lane
- 11 Beta Court
- 12 Beth Way
- 13 Bracebridge Court
- 14 Bucknam Avenue (Peggy to Shadle and Sonuca to Virginia)
- 15 Bucknam Court
- 16 Budd Avenue
- 17 Budd Court
- 18 Buddlawn Way
- 19 Capri Drive (north of Hacienda)
- 20 Capri Drive (West Parr to Division)
- 21 Chapman Drive (south side from Capri School to Virginia)
- 22 Cobblestone (Private street)
- 23 Connie Drive
- 24 Cora Court
- 25 Corliss Way
- 26 Crockett Avenue (South of San Tomas Aquino Road)
- 27 Cullen Court
- 28 De Carli Court
- 29 Del Loma
- 30 Division
- 31 Ebbets Drive
- 32 Ecker Court
- 33 Elwood Drive
- 34 Fairland Court
- 35 Fairlands Avenue
- 36 Fawn Court
- 37 Fawn Drive
- 38 Gamma Court
- 39 Gay Avenue
- 40 Ginden Court
- 41 Ginden Drive
- 42 Glenblair Way
- 43 Gwen Drive
- 44 Hacienda Court
- 45 Hacienda Avenue (west of Harriett)
- 46 Harriet Avenue (North of Westmont)
- 47 Harriet Court
- 48 Hazel Court (Private)
- 49 Hyde Court
- 50 Hyde Drive
- 51 Inskip Drive
- 52 Inwood Drive
- 53 Inwood Court
- 54 Jeffery Avenue
- 55 Jonathan Court
- 56 Jones Way
- 57 Kara Way (private)
- 58 Keith Drive (west of San Tomas Aquino Road)
- 59 Kenneth Avenue (north of Budd Avenue)
- 60 La Corona Drive (private)
- 61 La Plata Plaza
- 62 Lamont Court
- 63 Lana Court
- 64 Laura Court
- 65 Laura Drive

(A) Streets or street segments that are fully or substantially improved with curb, gutter and/or sidewalk improvements; or with rolled curbs (infill lots will continue to require full improvements) -- continued

- 66 Linda Drive
- 67 Littleton Place)
- 68 Louise Court
- 69 Lovell Avenue-north side (between San Tomas Aquino and Sonuca)
- 70 Lovell Avenue (east of Sonuca)
- 71 Loyalton Drive
- 72 Luika Place
- 73 Maggio Court
- 74 Manton Court
- 75 Margaret Lane
- 76 Marilyn Drive
- 77 Marsan Court
- 78 Mary Court
- 79 Maysun Court
- 80 McCoy Avenue
- 81 Millbrook Court
- 82 Miller Avenue
- 83 More Avenue
- 84 Oburn Court
- 85 Parkhurst Drive
- 86 Patricia Court
- 87 Peachtree Court
- 88 Peggy Avenue (west side-north of Hacienda)
- 89 Peggy Court
- 90 Pollard Court
- 91 Robnick Court
- 92 Saffle Court (private)
- 93 Scott Court
- 94 Shadle Avenue
- 95 Sharmon Palms Lane
- 96 Sharon Court
- 97 Sheila Court
- 98 Silacci Drive
- 99 Smith Avenue
- 100 Smokey Court
- 101 Sobrato Court
- 102 Sobrato Lane
- 103 Sobrato Way
- 104 Sobrato Drive
- 105 Sonuca Ave (east side between Hacienda and Lovell)
- 106 Sonuca Court
- 107 Steinway Avenue (from 300 feet east of Peggy to Virginia)
- 108 Summerfield Drive
- 109 Sunnyarbor Court
- 110 Sunnyoaks Avenue
- 111 Sunnypark Court
- 112 Theresa Avenue (from 600 feet east of Virginia to West Parr Avenue)
- 113 Torero Plaza
- 114 Vanderbilt Drive (San Tomas Aquino to Weston)
- 115 Van Dusen Drive
- 116 Via Ranchero
- 117 Virginia Avenue (south of Hacienda)
- 118 Virginia Court
- 119 Waldo Road (west of Sobrato)
- 120 Wellington Place
- 121 Weston Drive (west side of street)
- 122 York Avenue (unimproved portion)

(B) Streets to remain with no curb, gutter and sidewalks*

- 1 Abbott (east side, south of Hacienda)
- 2 Abbott (between Westmont and Hacienda)
- 3 Audrey (unimproved portion from Hack to Capri School)
- 4 Audrey (unimproved portion northside between Hack and Burrows)
- 5 Bucknam (Peggy to Sonuca)
- 6 Capri Drive (Hacienda to West Parr)
- 7 Chapman Drive (between Winchester and Capri; and Capri to Theresa)

(B) Streets to remain with no curb, gutter and sidewalks* -- continued

- 8 Chapman Drive (from Theresa west to existing curb)
- 9 Craig Avenue (South of Hazelwood)
- 10 Craig Court (North of Hazelwood)
- 11 Crockett Avenue
- 12 Emory Avenue
- 13 Estrelita Way
- 14 Filbert Way
- 15 Freda Court
- 16 Glenn Avenue (off Kenneth)
- 17 Hack Avenue
- 18 Hazelwood (Adjacent to Filbert and Pecan)
- 19 Hazelwood (south and north side between Ecker and Virginia)
- 20 Juanita Way
- 21 Kenneth Avenue (Budd to Sunnyoaks)
- 22 Lovell Avenue (south side between San Tomas Aquino and Sonuca)
- 23 Lucot Way
- 24 Munro Avenue
- 25 Old Orchard Road
- 26 Pecan Way
- 27 Peggy Avenue-(east side north of Hacienda)
- 28 Peggy Avenue (south of Hacienda)
- 29 Regina Way
- 30 Robin Lane
- 31 Ronald Avenue (off Kenneth)
- 32 Sonuca Ave-(west side between Hacienda and Lovell)
- 33 Stevens Court
- 34 Sunnysbrook Drive
- 35 Theresa Avenue (from 600 feet east of Virginia to West Parr Avenue)
- 36 Vale Avenue
- 37 Waldo Road (east of Sobrato)
- 38 Walnut Drive
- 39 Wekiva Way
- 40 Wendell Drive

(C) Higher Volume Streets that require full Curb, Gutter and Sidewalk improvements

- 1 Burrows Road
- 2 Elam Avenue
- 3 Hacienda Avenue (east of Harriett)
- 4 Hazel Avenue
- 5 Pollard Road
- 6 San Tomas Aquino Road
- 7 Virginia Avenue (north of Hacienda)
- 8 Westmont Avenue (between Westmont High School and San Tomas Aquino Road)
- 9 West Parr Drive
- 10 Winchester Boulevard

(D) Streets with Partial Improvements that require Curb, Gutter and Sidewalks to Provide More Consistent Improvements

- 1 Harriet Avenue (Between Westmont and Van Dusen)
- 2 Sonuca Avenue (between Lovell and Linda)
- 3 Steinway Avenue from Peggy Avenue to 300 feet east of Peggy
- 4 Weston Drive

(E) Streets that require rolled curbs for drainage purposes

- 1 Steinway Avenue from Burrows to Peggy
- 2 Walters Avenue
- 3 York Avenue (unimproved portion)

(F) Streets to be improved to provide safe pedestrian access to schools or parks

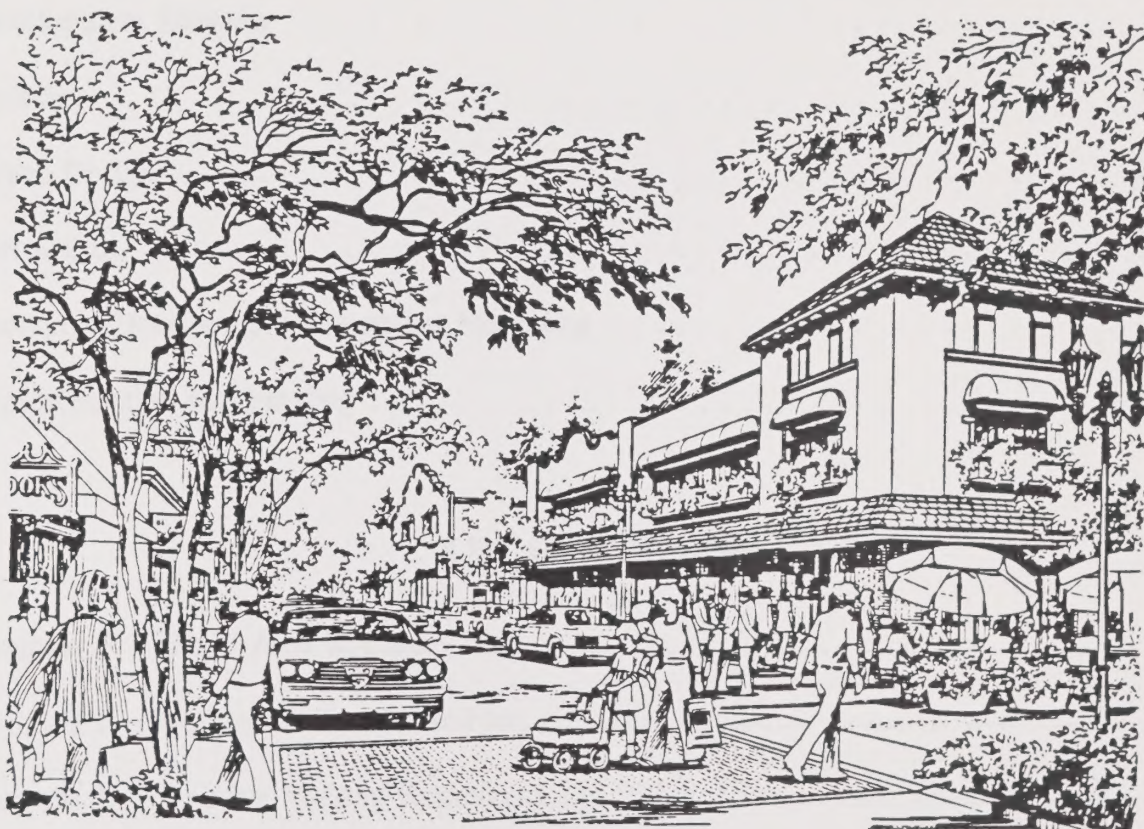
- 1 Abbott Avenue - west side, south of Hacienda (add sidewalks to existing rolled curb)
- 2 Chapman Drive-south side (from Theresa to Capri School) (add curb, gutter, sidewalks)

(G) New streets planned to serve possible future development

- 1 Abbott Extension (north of Hacienda)
- 2 Rollinghills Center
- 3 Elam and Harriet
- 4 Hacienda near Harriet

Notes * Some of these streets have intermittent improvements in front of some parcels. These owners would be given the option to remove these improvements at their own cost.

CAMPBELL DOWNTOWN DEVELOPMENT PLAN



Prepared by:

City of Campbell Redevelopment Agency
City of Campbell Community Development Department
City of Campbell Public Works Department

February, 1996

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BACKGROUND

Downtown Campbell has traditionally been centered on East Campbell Avenue in the area bound by the "loop" streets, Civic Center Drive and Orchard City Drive. Historically, this stretch of East Campbell Avenue, especially between Second Street and the railroad, provided a full range of retail and commercial services. In the late 1960's and 1970's, the area declined in importance due to the closure of the fruit packing plants and the rise of strip commercial developments along Hamilton Avenue and Winchester Boulevard. The following years saw suburban malls flourish and retail shopping patterns change throughout the Santa Clara Valley leading to the demise of the central business district in traditional downtowns such as Campbell's.

The Central Campbell Redevelopment Project Area was created in 1983. The Area encompasses 260 acres in and around downtown Campbell. The major purpose of this Project Area is to eliminate blight in and around the downtown area and to revitalize the central core of the City. Specific goals include restoring downtown Campbell to its historic role as the symbolic, cultural, functional and economic focal point of the City; to promote and facilitate economic revitalization; and to retain the historic character of downtown through preservation and rehabilitation.

One of the first major steps in the redevelopment process was to develop a downtown revitalization plan. In 1988, the Campbell Downtown Development Plan was completed as a result of over one and a half years of study and discussion of planning and revitalization issues in the downtown. The planning process involved working closely with a special citizen's advisory committee, property owners, the City Council and staff.

INTRODUCTION

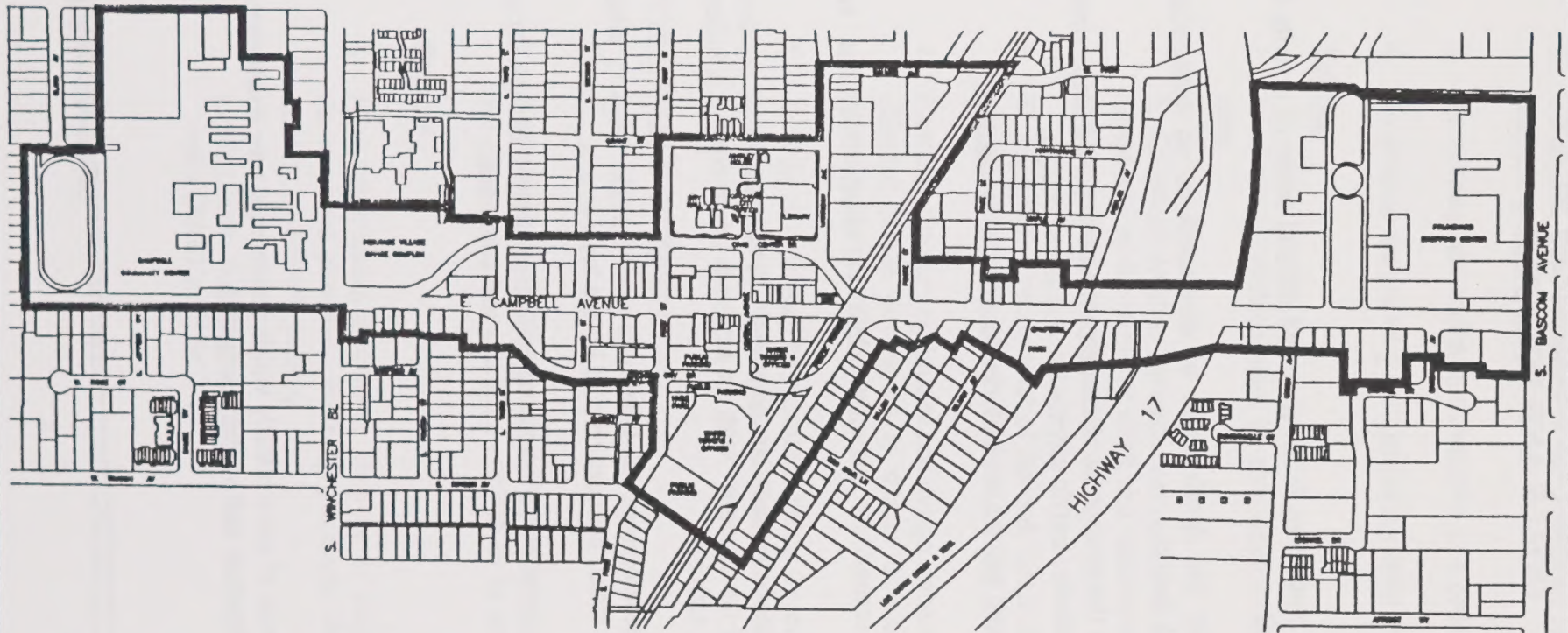
Since the adoption of the Campbell Downtown Development Plan in 1988, a number of projects have been completed to implement the Plan and revitalize the area. These include the undergrounding of utilities on East Campbell Avenue; the construction of a \$2.5 million streetscape improvement project which enhanced the downtown with attractive landscaping, hardscape, lighting and traffic improvements; the relocation of the historical Ainsley House to the Civic Center Complex to help serve as a focal point; the construction of Ainsley Park, Orchard City Green and Hyde Park; the conversion of East Campbell Avenue from one-way to two-way traffic to enhance the retail environment; the installation of distinctive downtown signage; the addition of parking on the loop streets in certain areas; the installation of street improvements in the Railway/Dillon Avenue area adjacent to the downtown; facilitation of new development in and around the downtown including the 348-unit Canyon Creek Apartment Development at 500 Railway Avenue, the establishment of a downtown marketing program to attract businesses to the area; the development of a storefront improvement program for the area; and the adoption of an Economic Development Plan.

Over the last seven years the Agency has accomplished many of the "short-term" goals recommended in the 1988 Campbell Downtown Development Plan. The purpose of this revision and update is in essence to build on the foundation established by the 1988 Downtown Plan and to evaluate and reprioritize improvements for the area over the next five years.

The basic concepts of the 1988 Plan remain, however, some of the implementation methods are modified to better fit Downtown Campbell for the next five years in light of budget constraints and other redevelopment priorities outside of the downtown area.

In summary, this Downtown Plan for the next five years will focus on attracting retail and restaurant business and facilitating development downtown, enhancing the perception of the downtown beyond the loop streets, upgrading downtown storefronts, adding public parking where it is economically feasible and making public improvements to enhance the gateways to the downtown as funding permits.

3



Campbell Downtown
Development Plan
STUDY AREA BOUNDARY MAP

— STUDY AREA BOUNDARY

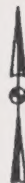


Diagram 1

DOWNTOWN DEVELOPMENT PLAN GOALS AND POLICIES

I. GENERAL

A. Goals

1. To restore downtown as the civic and cultural center of activity for the City of Campbell.
2. To facilitate the development of downtown as an economically viable commercial district.
3. To enhance the perception of the downtown beyond the loop streets through land use patterns, traffic circulation and urban design.
4. To restore and protect the historic character of downtown.

B. Policies

1. Civic and community activities shall be centered in and around the downtown.
2. The focus of downtown business shall be a mixture of resident serving business and destinations with an emphasis on providing a balance of day and evening activities.
3. The future development of downtown shall include ways to eliminate the physical and visual barriers created by the loop streets.
4. The historic character of downtown shall be preserved through the protection and restoration of its historic buildings and landmarks.

II. LAND USE

A. Goals

1. To develop a mix of economically viable commercial uses downtown creating a balance of daytime and evening activities.

2. To expand the boundaries of the downtown beyond the loop streets through land use patterns.
3. To develop and maintain downtown as a pedestrian oriented district.
4. To provide attractive public gathering areas and open spaces.

B. Policies

1. Land use regulations shall be structured to encourage retail and restaurant uses.
2. E. Campbell Avenue between Second Street and the railroad tracks shall be designated as the primary retail and restaurant core with ground floor uses that contribute strongly to retail continuity.
3. E. Campbell Avenue west of Second Street shall be designated as a mixed use area for professional office, retail and personal service uses.
4. Current planning regulations and design standards shall be reviewed for areas adjacent to the downtown to ensure development will complement and enhance downtown vitality.
5. A range of uses shall be permitted on the upper floors of buildings, including retail, restaurant, commercial, office and residential.

III. DEVELOPMENT INTENSITY

A. Goal

To maintain development intensities consistent with the small town scale of the downtown.

B. Policies

1. New construction downtown shall be in scale with existing densities and development patterns. Building placement shall allow for the retention of existing mid-block parking.
 - a. Maximum building coverage shall be 1.0 and the maximum floor area ratio (FAR) shall be 2.0.

- (i) Actual building coverage and FAR shall be determined on a case by case basis once mid-block parking and access have been identified.
 - (ii) It is recognized that in order to maintain mid-block parking and access, it may not be possible to achieve the maximum allowable FAR and coverage.
- b. Maximum building height shall be lesser of 3 stories or 45'. Third story floors shall be off-set.
- (i) New buildings shall be in context with the height and scale of adjacent buildings.
 - (ii) New buildings shall maintain similar horizontal and vertical proportions with adjacent facades.

C. Action Item

Amend the C-3 Ordinance to implement the above referenced policies.

IV. PARKING

A. Goals

1. To provide adequate parking in the downtown.
2. To maximize the use of existing and future parking resources.
3. To encourage the joint utilization of parking.

B. Policies

1. The Redevelopment Agency shall prepare and implement a plan for adding parking onto the loop streets.
2. Parking in-lieu fees shall be considered as a means of financing public parking. Such a program may be structured to provide incentive to build downtown.

3. Further evaluate the parcel at the northeast corner of Harrison Avenue and Civic Center Drive as a future public parking resource. Development of the site may provide some opportunities of shared parking with downtown businesses.
4. Parking structures, if necessary, shall be underground or low profile to maintain the small town character of the downtown.
 - a. Consideration of parking structures on the Campbell Museum site and at 33 S. Central Avenue shall be deferred. The City may consider the redevelopment of these sites in the future.
5. Maintain existing mid-block parking. New development and major additions to existing development shall provide access to mid-block parking where possible.
6. The City shall work with the property/business owners to develop a parking management plan to maximize the use of existing parking. This may include the following:
 - a. Working with employers to have employees park in non-customer areas, and placing such provisions in leases;
 - b. Study restriping existing parking lots to provide additional parking;
 - c. Coordinate with the Police Department regarding parking enforcement.
7. Parking facilities or vehicular access to parking facilities shall not be permitted on E. Campbell Avenue.
8. The City shall continue to work with property owners to promote and facilitate the provision of shared parking facilities.

C. Action Items

1. Modify the map of Future Public Parking Resources.
2. Develop a Parking Management Plan.
3. Determine the location, cost and number of new parking spaces that can be added on the loop streets.

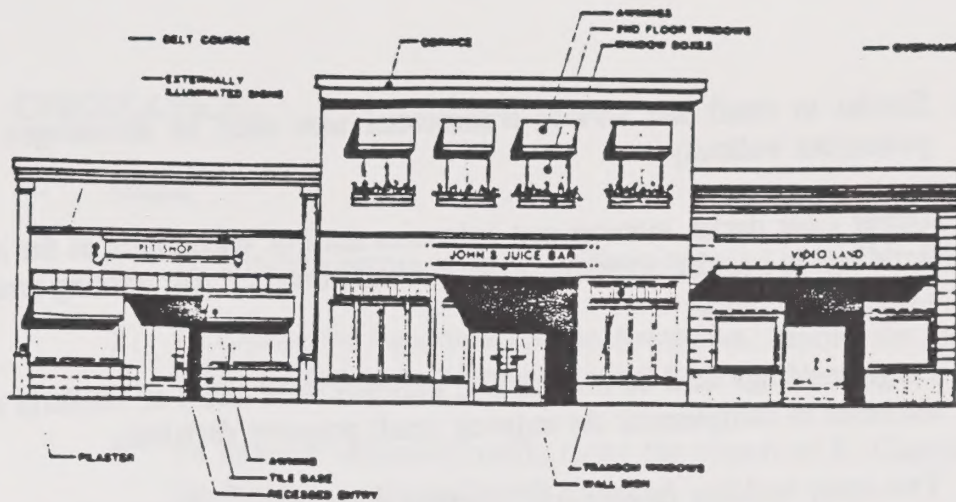
IV. URBAN DESIGN

A. Goals

1. To further develop downtown as the cultural and civic center of the City of Campbell.
2. To enhance the identity of the downtown as a central business district that serves as a meeting place for local residents as well as a destination.
3. To preserve and enhance the history and historic character of downtown Campbell.
4. To maintain the small town scale of the downtown.
5. To enhance the retail continuity and pedestrian oriented environment.
6. To unify the architectural character of downtown while allowing design flexibility on individual projects.
7. To improve pedestrian, visual and vehicular connections between downtown and adjacent areas.
8. To enhance the perception of the downtown beyond the loop streets through urban design.
9. To restore the Hyde Park Water Tower as an historic landmark



Buildings facing E. Campbell Avenue shall be designed to maintain a consistent development pattern that promotes retail activity and an active pedestrian oriented environment.



Building elements which add scale and interest such as bay windows, belt cornices, parapets, tile base and awnings are encouraged.

B. Policies

1. The small town character of downtown Campbell shall be maintained by encouraging the preservation of important historic resources, promoting the improvement of existing properties and businesses, and encouraging new development compatible in scale with existing development.
2. Preservation of historic buildings shall be encouraged through the designation of significant historic structures as historic landmarks to protect their exterior character and discourage demolition.
3. Buildings facing E. Campbell Avenue shall be designed to maintain a consistent development pattern that promotes retail activity and an active pedestrian-oriented environment. Recessed buildings, particularly on corner lots, may be allowed to provide for outdoor dining, public areas or design excellence determined to contribute to the overall benefit of the downtown.
4. Large areas of blank walls without fenestration or other scale articulation facing pedestrian walkways shall be discouraged.
5. Creative and attractive display windows shall be encouraged on the ground floor to enliven the pedestrian street environment.
6. Office uses along Campbell Avenue shall provide elements of visual interest along the street. Covered windows shall be discouraged, particularly on the ground floor.
7. Open air dining areas shall be encouraged at street level facing onto E. Campbell Avenue.

8. Entries to retail and service commercial uses shall be encouraged along pedestrian walkways.
9. Upper floor decks, terraces and balconies shall be encouraged at the rear of buildings to provide an active transition zone between rear parking areas and Campbell Avenue.
10. Large buildings shall be divided into multiple store fronts or similarly scaled elements to complement the existing small property divisions.
11. Two-story building facades on Campbell Avenue are encouraged to increase the intensity of activity, and to enclose, define and add visual interest to the street.
12. Building elements which add scale and interest such as bay windows, belt cornices, parapets, and cornices, are encouraged.
13. Stucco and/or brick shall be the primary building materials on facades downtown.
14. A coordinated color scheme shall be developed for each new building.
15. Fabric awnings over windows and entries are encouraged.
16. The existing two foot allowance for the encroachment of awnings and projecting signs into the public right-of-way along Campbell Avenue shall be increased.
17. Special design guidelines for signing shall apply in addition to existing adopted sign regulations.
18. A funding strategy shall be formulated and implemented to fund the restoration of the Hyde Park Water Tower.

C. Action Items

1. Implement the design guidelines contained in the C-3 Ordinance
2. Amend the C-3 Ordinance as necessary to implement these policies.

V. CIRCULATION

A. Goals

1. To improve access to the downtown area.
2. To expand the boundaries of the downtown beyond the loop streets through vehicular and pedestrian circulation.
3. To increase vehicular traffic along the stretch of E. Campbell Avenue from the railroad tracks to Fourth Street.
4. To accommodate a Vasona Light Rail Station in the downtown area.
5. To decrease vehicular speeds along the loop streets and provide more of a pedestrian environment and downtown feel.

B. Policies

1. Circulation improvements shall be considered to enhance the perception of the downtown beyond the loop streets, particularly in the area of Harrison Avenue and Civic Center Drive.
2. Pedestrian and bicycle connections shall be enhanced between the downtown and the Community Center on the west and the Los Gatos Creek Trail/Pruneyard Shopping Center on the east.
3. New curb cuts and access drives shall not be allowed on E. Campbell Avenue between the railroad and Third Street and existing ones shall be phased out over time.
4. The future Vasona Light Rail Station shall be located between east Campbell Avenue and Orchard City Drive.
5. Traffic mitigation measures and control devices shall be considered as a means to shift traffic to E. Campbell Avenue and decrease traffic speeds on the loop streets, including making the loop streets one lane in each direction.
6. The Salmar Avenue connection linking downtown and Hamilton Avenue shall remain in its present alignment. However, this entryway shall be enhanced with streetscape improvements including curbs, gutters, sidewalks, light fixtures and appropriate street trees and landscaping.

7. Streetscape improvements shall be considered along E. Campbell Avenue between Highway 17 and the railroad tracks to provide an attractive entrance to the downtown from the east and make the area more pedestrian friendly.
8. Traffic design improvements shall be considered along E. Campbell Avenue between Winchester Boulevard and Fourth Street that would provide on-street parking on the south side of E. Campbell Avenue and distinguish the area as an entry into the downtown from the west.
9. No traffic circulation plan shall be implemented that will severely delay traffic through the downtown area.
10. Traffic circulation changes should be tried on a trial basis prior to permanent implementation to ensure traffic safety.

VI. ECONOMIC DEVELOPMENT/DOWNTOWN MARKETING

A. Goals

1. To help facilitate the economic development of downtown and the surrounding areas.
2. To attract and retain desirable businesses downtown.

B. Policies

1. The Agency shall help facilitate the marketing of vacant commercial space downtown.
2. The Agency shall help facilitate the permit approval process for desirable new businesses or new construction downtown.
3. The Agency shall consider providing financial assistance for desirable businesses wishing to locate in the downtown which otherwise would not be economically feasible.
4. The Agency shall work with the Downtown Campbell Business Association (DCBA) to help facilitate their efforts.
5. When appropriate, the Agency shall consider the assemblage of property to facilitate redevelopment projects.
6. The Agency shall consider providing financial assistance for upgrading storefronts downtown.

7. The Agency shall work closely with business and property owners regarding the revitalization of properties and business activities.

VII. IMPLEMENTATION AND FUNDING

A. Implementation Strategy

The implementation of the recommendations in this plan are expected to take approximately five to seven years to complete. Implementation will depend to a large degree on the funds available to the Redevelopment Agency and the priority of all redevelopment projects as determined by the Agency Board. However, the implementation strategy generally calls for those items that have the greatest cost/benefit ratio to occur early on while some of the more costly but less crucial improvements will happen as funding is available. In general, the priority of funding will be established in the Agency's five year implementation plan and its annual budget. The following provides a preliminary priority list of the major improvements planned for the downtown.

B. Implementation Priorities

1. Implement a storefront improvement program to enhance the facades of buildings downtown.
2. Provide financial assistance for desirable businesses wishing to locate downtown that otherwise could not do so economically.
3. Study the conversion of the loop streets from two lanes to one lane with on-street parking and enhancing pedestrian access.
4. Assemble properties for the redevelopment of key parcels downtown.
5. Install appropriate street and streetscape improvements along the Salmar/Harrison Avenue connection to the downtown beginning at Hamilton Avenue.
6. Evaluate E. Campbell Avenue between Winchester Boulevard and Fourth Street to consider providing on-street parking on the south side of E. Campbell Avenue and help distinguish the area as a gateway into the downtown.
7. Consider streetscape improvements along E. Campbell Avenue between Highway 17 and the railroad tracks to link this area to the downtown and enhance it as a gateway from the east.

CONCEPTUAL LAND USE PLAN

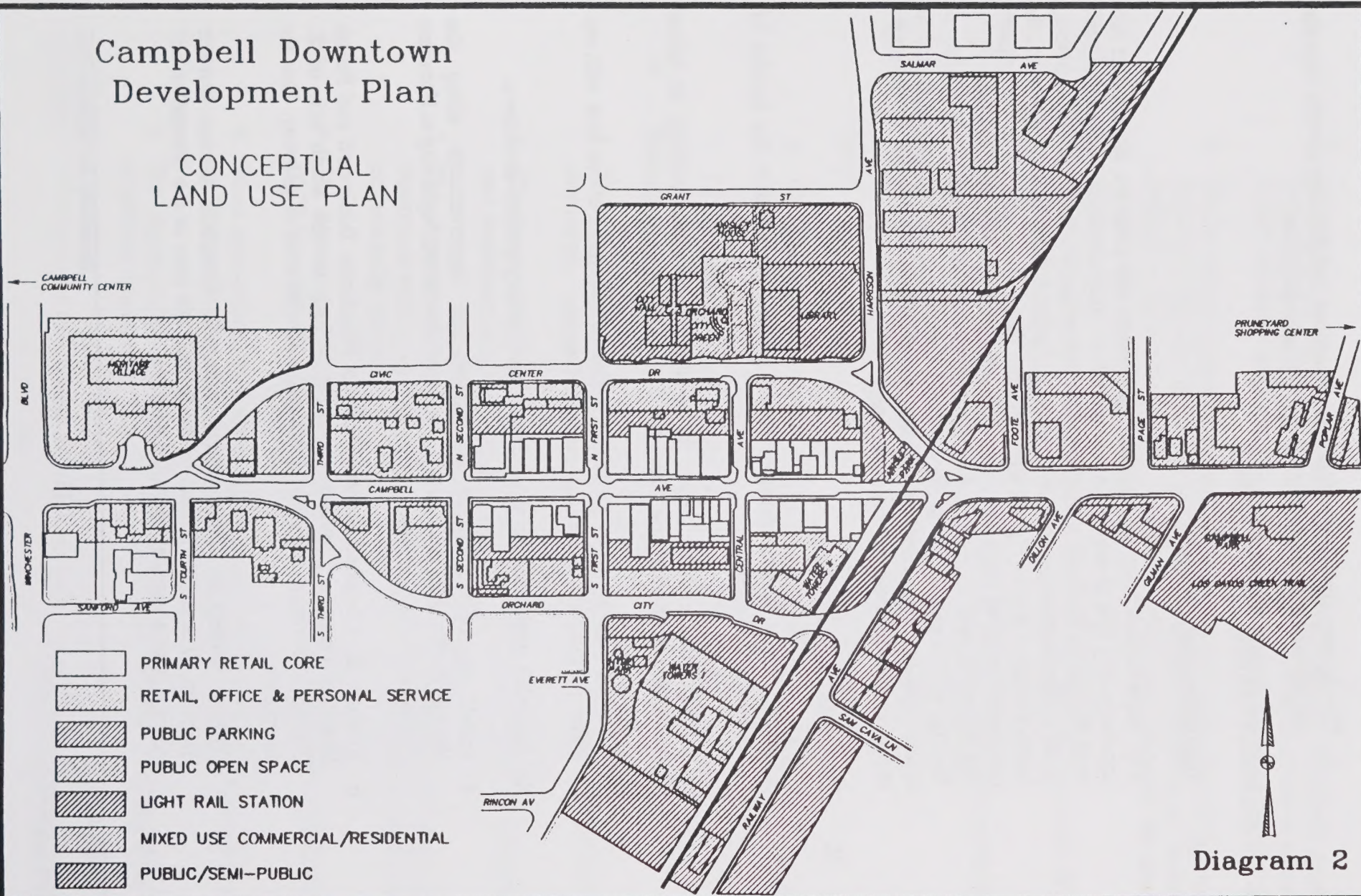


Diagram 2

Campbell Downtown Development Plan

EXISTING OFF STREET PARKING RESOURCES

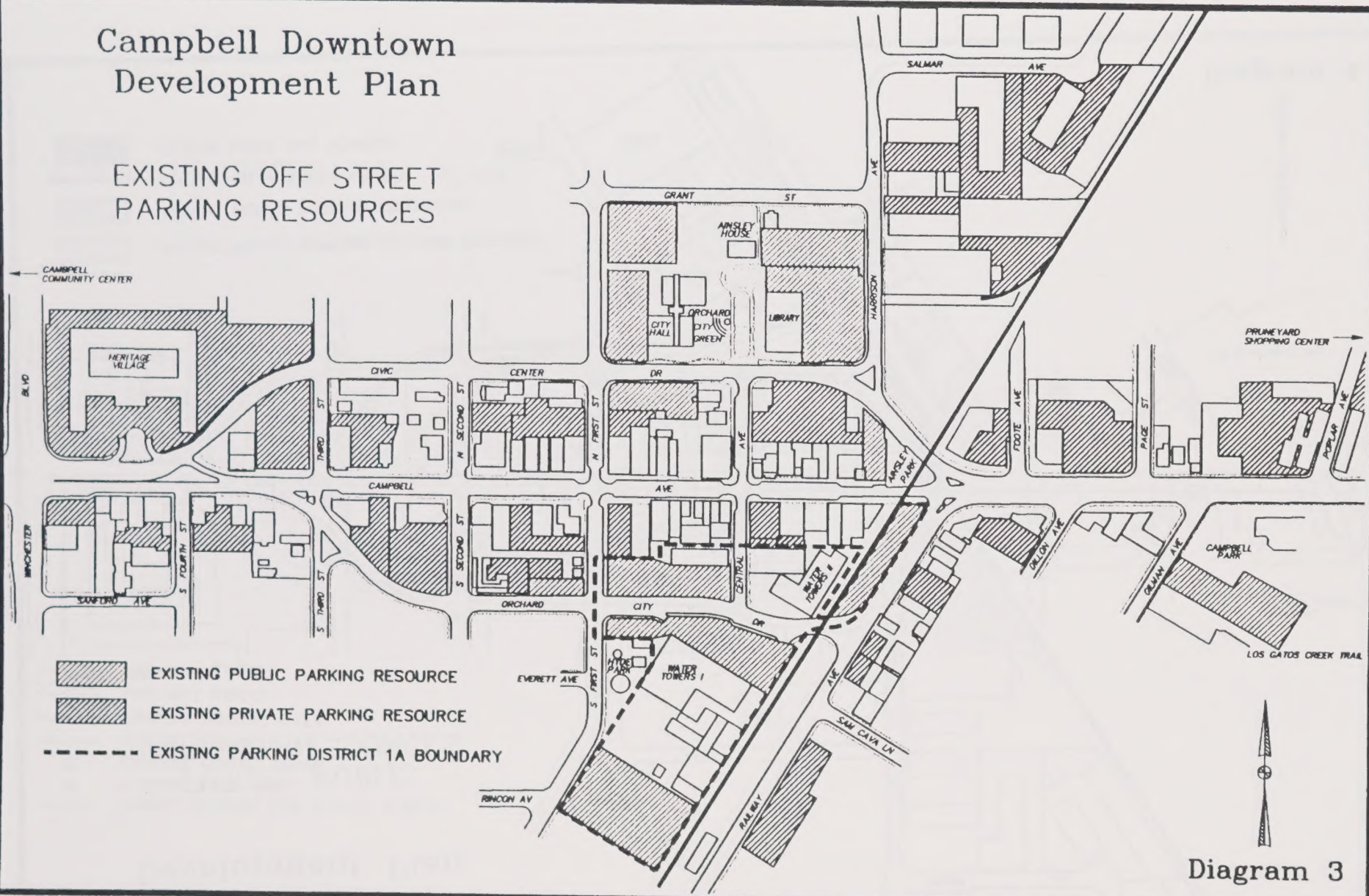
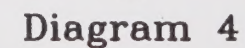


Diagram 3

FUTURE PUBLIC PARKING RESOURCES



Campbell Downtown Development Plan

VEHICULAR CIRCULATION PLAN

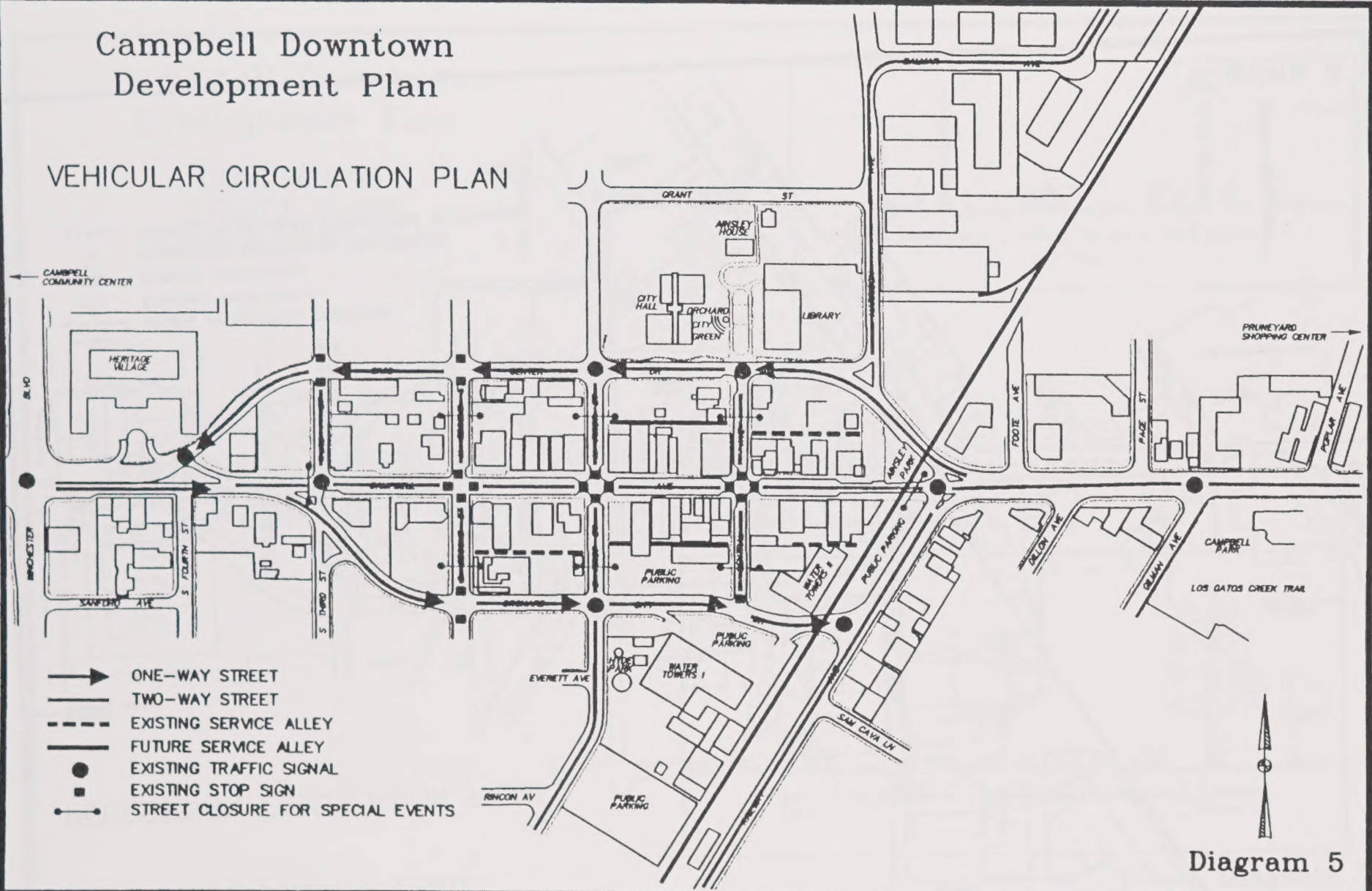


Diagram 5

Campbell Downtown Development Plan

PEDESTRIAN CIRCULATION PLAN

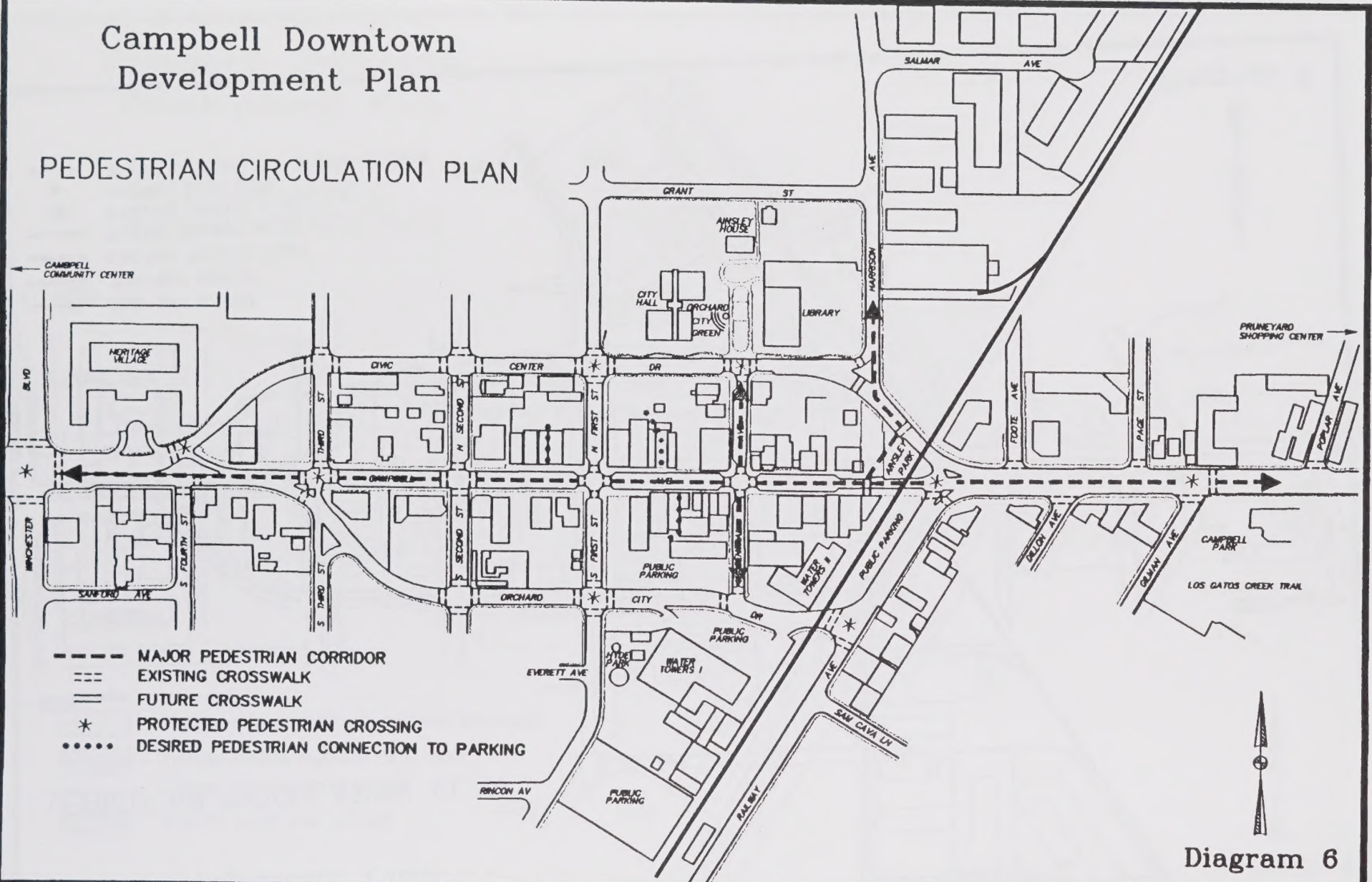


Diagram 6

Campbell Downtown Development Plan

CONCEPTUAL STREET SCAPE IMPROVEMENT PLAN

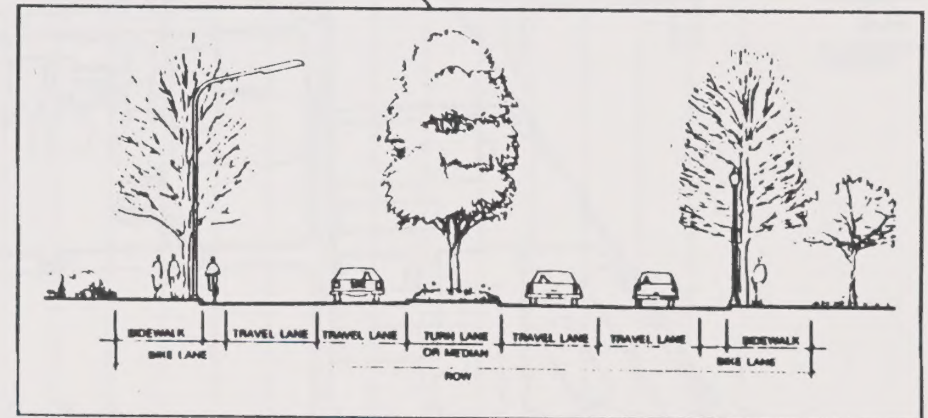
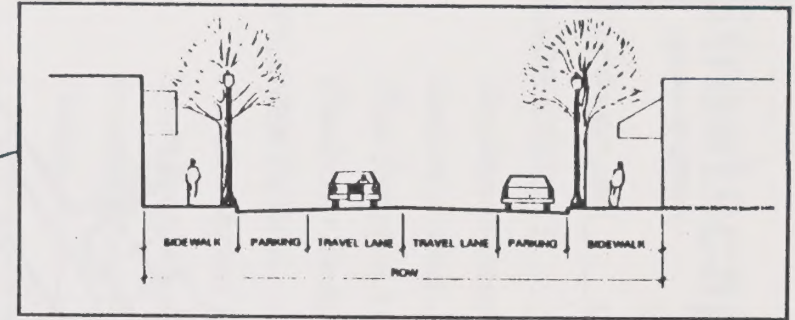
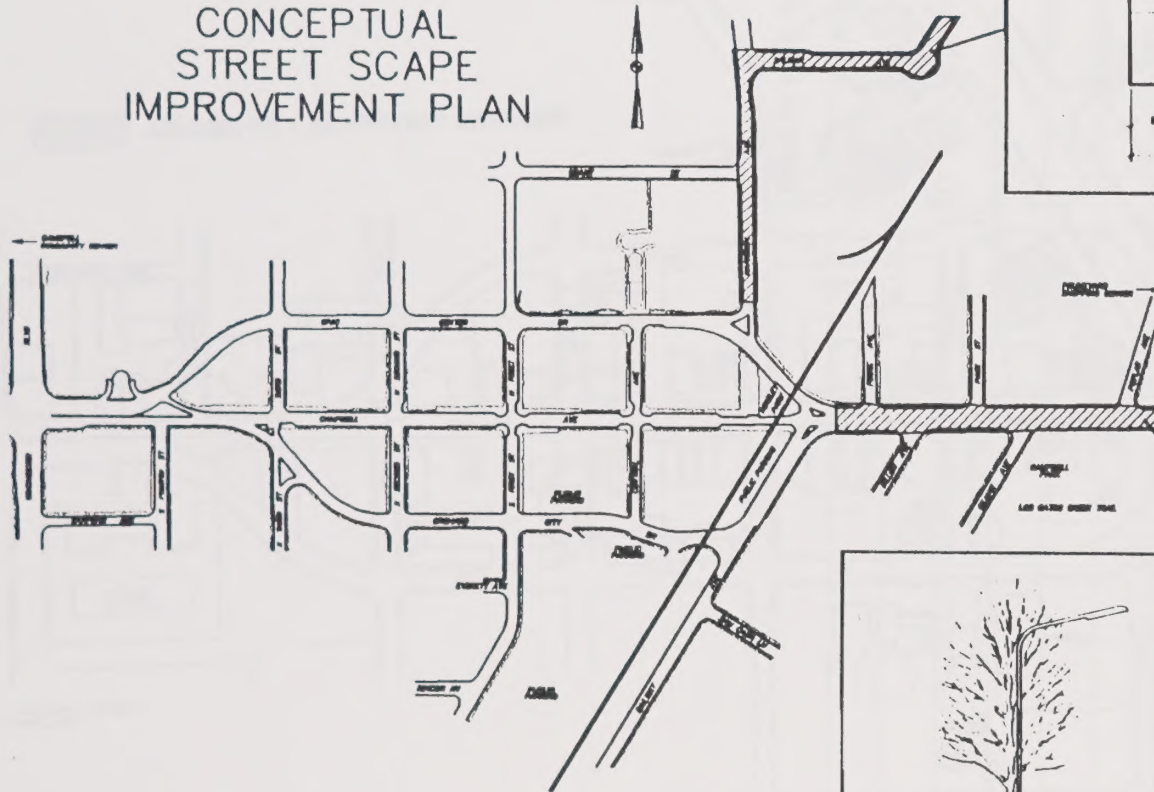


Diagram 7

Campbell Downtown Development Plan

HISTORIC PRESERVATION

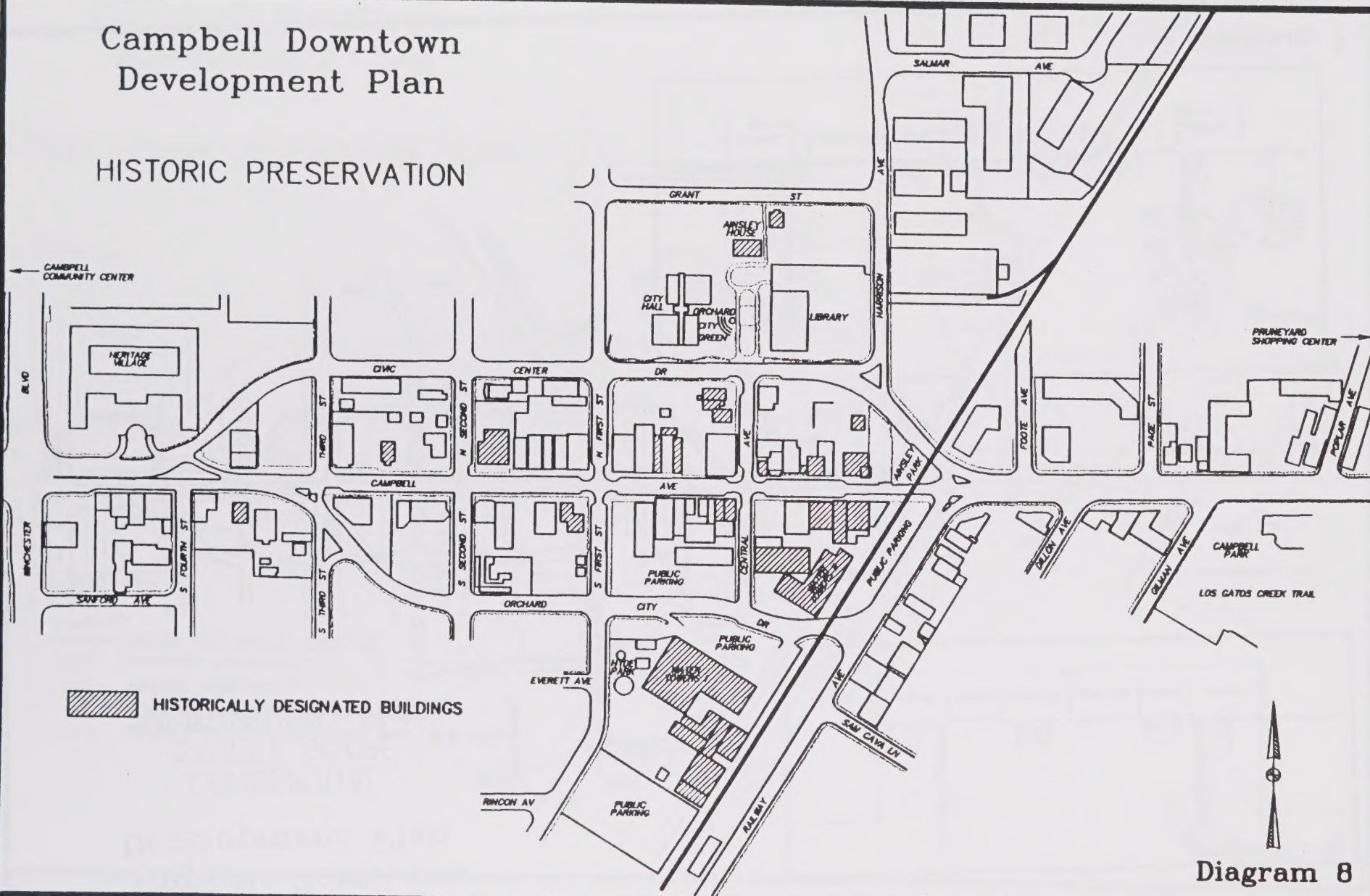


Diagram 8

Streetscape Standards

STREETSCAPE.....A2-2

IMAGE STREETS.....A2-3

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Bascom Avenue..... A2-5

West Campbell Avenue A2-6

Winchester Boulevard..... A2-7

IMPLEMENTATION.....A2-8

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STREETSCAPE

Campbell's community image is created in large part by the major image streets, which pass through the City. The image streets, including Hamilton Avenue, Bascom Avenue and Winchester Boulevard, and parts of West Campbell Avenue, are wide commercial avenues with varying streetscape treatments and building setbacks. They give Campbell much of its character, are some of its strongest elements of community form and delineate many of its districts. Most major image streets in Campbell lack a cohesive and consistent image. Instead, the streets have inconsistent street treatment. The streets are auto-dominated and not pedestrian friendly. The strongest consistent image is asphalt.

Based on the desired community image developed in the 1991 Community Design Study, the City Council and Planning Commission have been requiring the installation of an upgraded streetscape treatment along major streets. Some developments that have installed the streetscape include Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square and Campbell Plaza.

In the preparation of the Standards, various components of the streetscape system, such as land use, traffic movements, building setbacks, on and off-street parking, existing sidewalk type and existing plant materials were studied. The resulting Streetscape Standards provide the requirements to achieve consistent streetscape treatments along the specified streets. Implementation of the streetscape treatments will primarily be the result of private development efforts, however, public projects will also be subject to these standards.

The Interim Streetscape Standards were adopted by the City Council on August 3, 1993, and they will be effective until the final streetscape standards are adopted with this General Plan Update.

The Streetscape Standards were developed to ensure consistency in the streetscape treatment along Campbell's major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks and landscaping.

The Streetscape Standards intend to:

- Provide a consistent streetscape treatment along major streets that utilizes street trees as a strong component in design.
- Enhance Campbell's identity and community image.
- Improve the pedestrian environment along Campbell's major streets.
- Screen parking areas by providing landscaping between the street and the parking lots.

The Streetscape Standards are not intended to replace the existing landscaping requirements listed in Chapter 21.57 of the City's Municipal Code. Instead, the two shall be used in tandem.

IMAGE STREETS

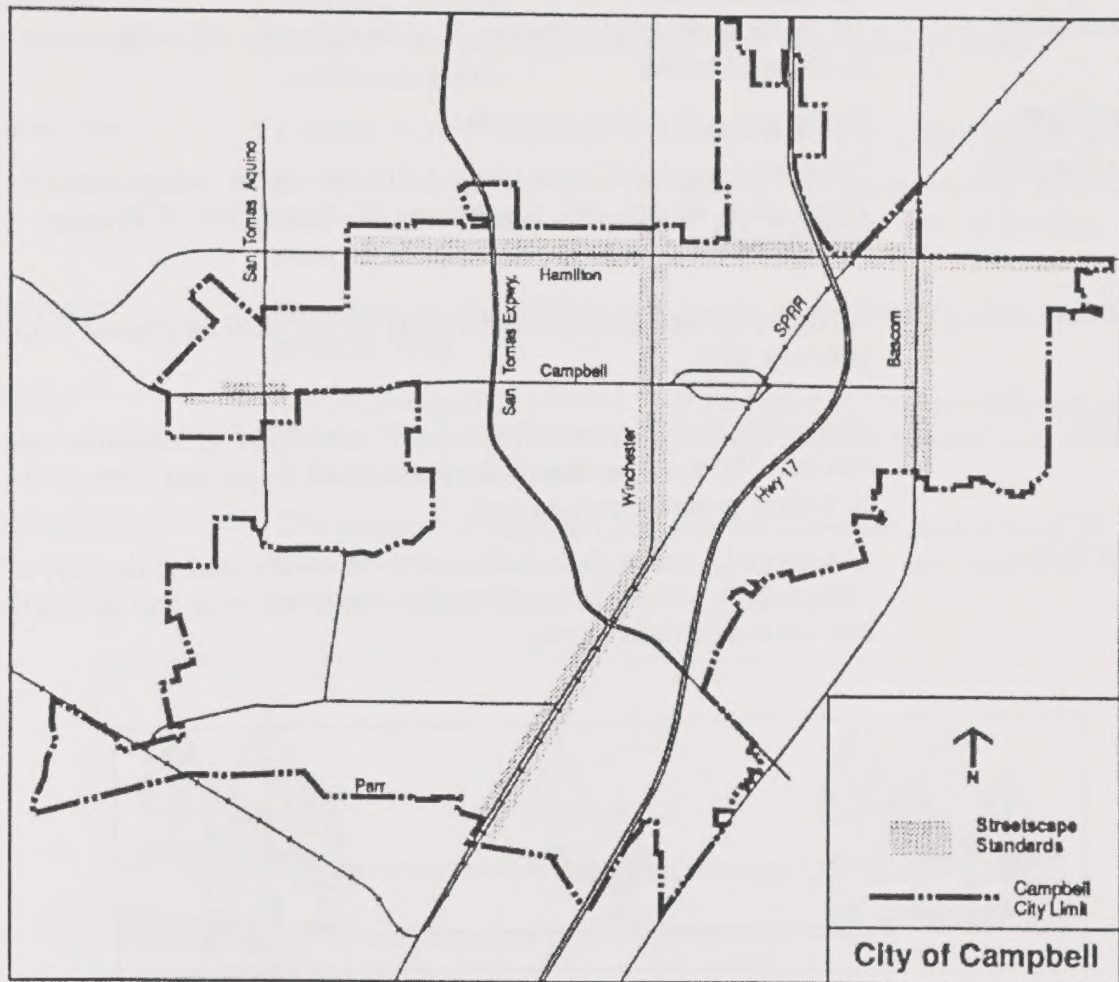
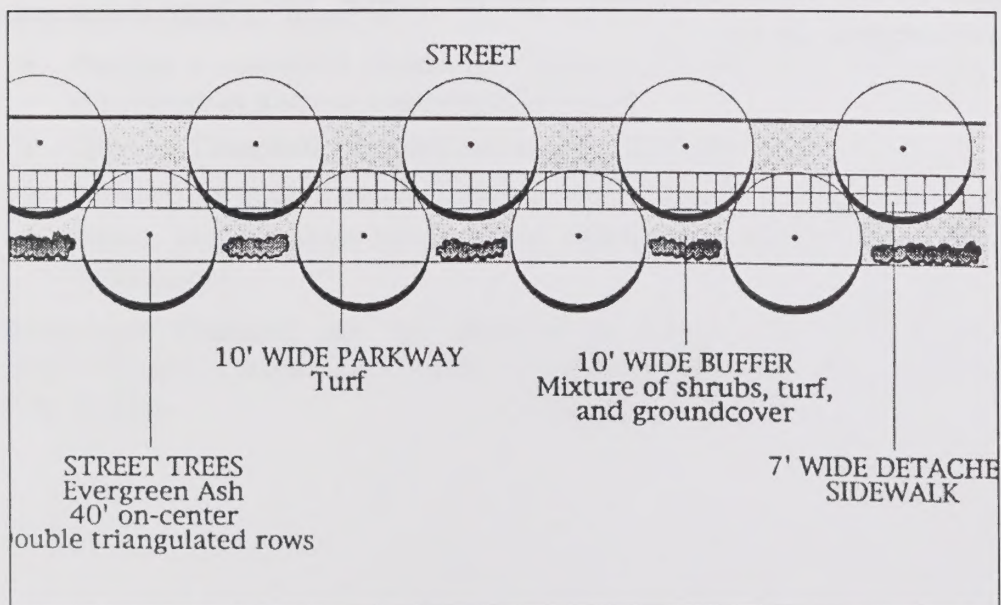
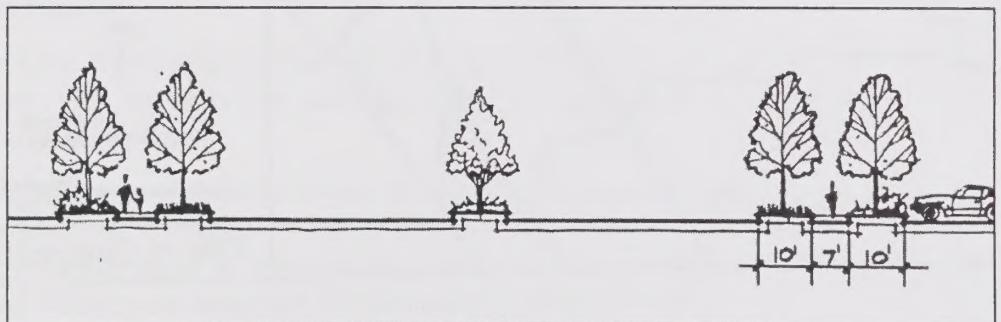


Image Streets include Hamilton Avenue, Bascom Avenue, Winchester Boulevard and parts of West Campbell Avenue.

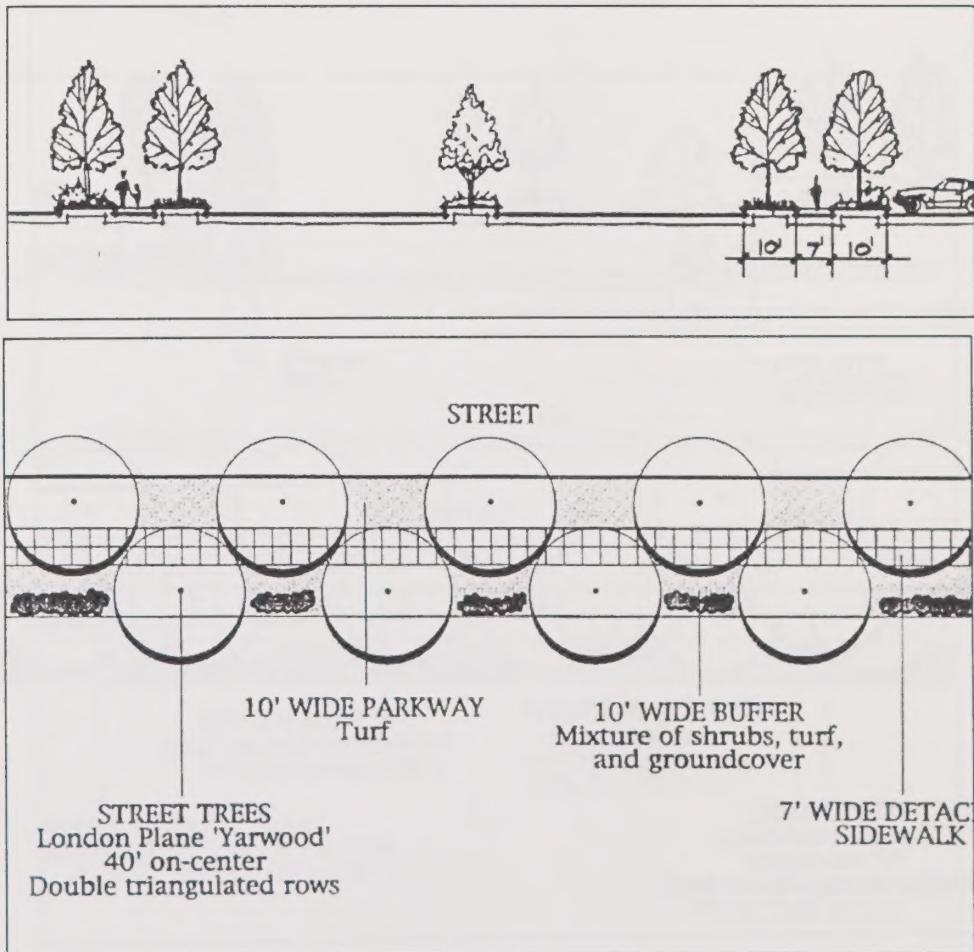
Hamilton Avenue

Concept:	Parkway Concept
Dimensions:	10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
Street Tree:	Evergreen Ash – <i>Fraxinus uhdei</i>
Tree Spacing:	Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk into the public right of way.



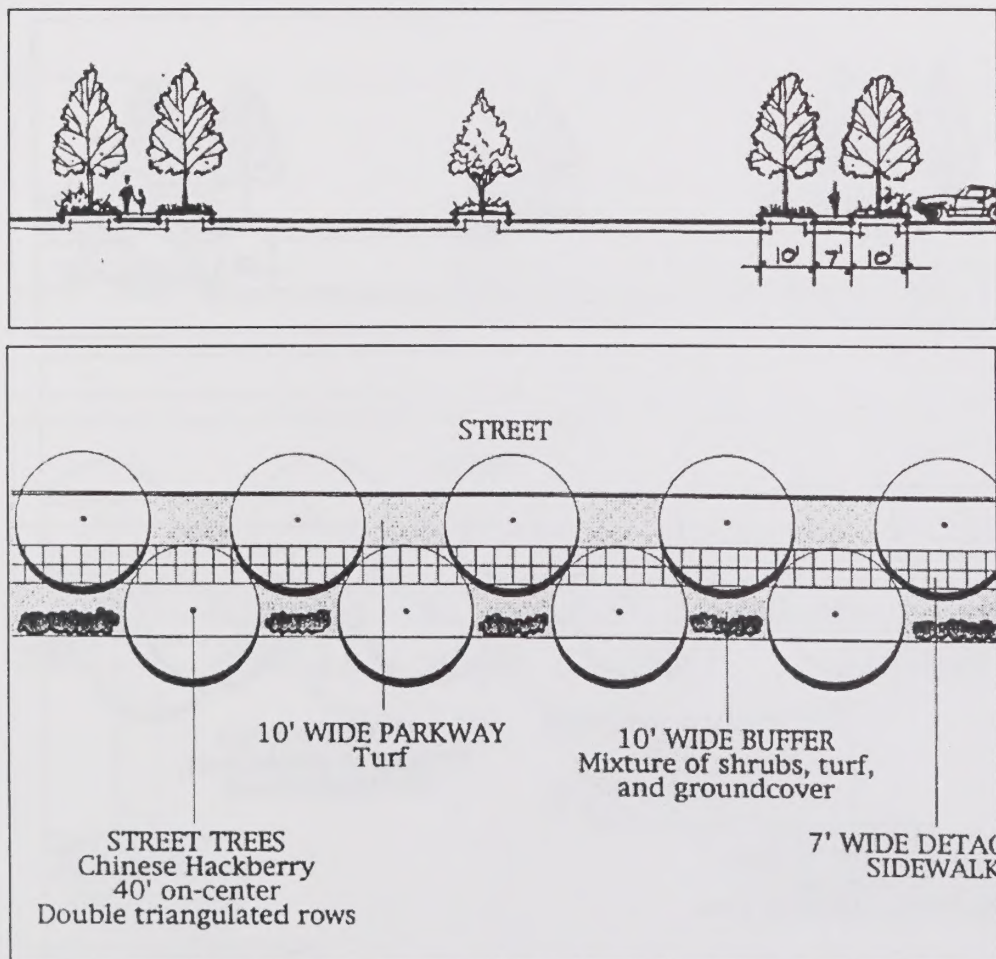
Bascom Avenue

Concept:	Parkway Concept
Dimensions:	10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
Street Tree:	London Plane - Yarwood - <i>Plantanus acerifolia</i> - High branch form
Tree Spacing:	Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.



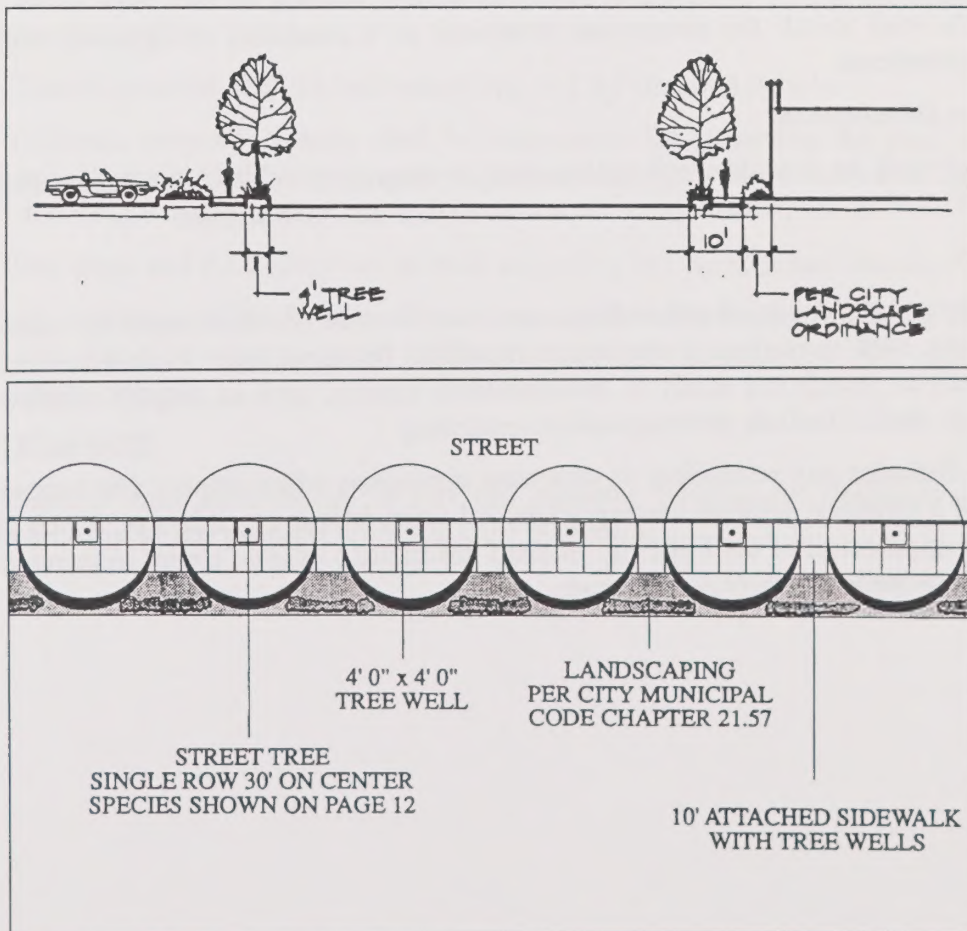
West Campbell Avenue

Concept:	Parkway Concept
Dimensions:	10' wide landscaped parkway; 7' wide sidewalk; 10' wide landscaped buffer
Street Tree:	Chinese Hackberry – Celtis saneness
Tree Spacing:	Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.
Parkway:	An approved drought resistant variety of turf shall be planted in the parkway strip.
Buffer:	The buffer shall be planted with a mixture of turf, groundcover and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk strip and sidewalk into the public right of way.



Winchester Boulevard

Concept:	Attached sidewalk with tree wells. Landscaping behind walk with shrubs to screen parking according to Campbell Municipal Code Chapter 21.57.
Dimensions:	10' wide sidewalk with tree wells adjacent to curb. Minimum 5'-8' landscaping behind sidewalk per Chapter 21.57 of the Campbell Municipal Code.
Street Tree:	<u>North of San Tomas Expressway:</u> Tulip Tree – <i>Liriodendron tulipifera</i> <u>South of San Tomas Expressway:</u> Chinese Pistache – <i>Pistacia chinensis</i>
Tree Spacing:	Single row, planted 30' on center. There shall be one tree planted per 30 linear feet of frontage.
Tree Wells:	4' x 4' except for wells for Tulip Trees which should be 4' deep and 5' wide.
Dedication:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate sidewalk into the public right of way.



IMPLEMENTATION

Full Streetscape Treatment

The full streetscape treatment shall be required for the following projects:

- Projects which add 25% new square footage
- Projects which remodel 25% of existing square footage
- Projects which alter over 50% of the length of the façade

Street Trees

Street trees shall be required for the following projects:

- Projects which alter less than 50% of the façade
- Projects which add/alter less than 25% of the existing square footage

Exemptions

- Additions of non-leasable square footage not visible to the public and not exceeding 10% additional square footage shall be exempt from the Streetscape Standards.
- The Community Development Director shall have the authority to approve minor alterations to the Interim Streetscape Standards to accommodate unusual site or project-related conditions.

Timing

All projects shall install the streetscape treatment as a condition of approval with no deferred agreements.

Cumulative Development

All changes shall be cumulative from the date of adoption. A deed restriction shall be recorded to monitor the percentage of the structure that has been altered.

Definitions

Facade Alteration – A significant architectural modification which changes the character of the project, such as roofs and entryways, measured by linear feet. It shall not include modifications to storefronts solely to accommodate tenants, such as display windows or awnings, nor shall it include maintenance or repainting.

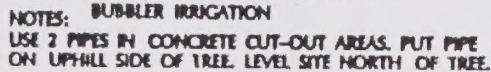
Remodel – Includes any rebuilding or structural alterations which change the supporting members of a building, such as bearing walls, columns, beams or girders or which alters the exterior appearance of the building. It shall not include interior tenant improvements or structural alterations solely to meet code.

TECHNICAL REQUIREMENTS

1. Trees shall be planted according to the attached diagram or other City approved standard.
2. Tree size at the time of planting shall be a minimum of 15-gallon trees.
3. If new trees are replacing existing trees, larger sizes may be required by the Community Development Director.
4. Larger trees may be required by the Community Development Director if the project is determined to be a high visibility project based on location or frontage size.
5. When only street trees are required on Hamilton, Bascom and Campbell Avenues, they shall be planted in 4' x 4' tree wells, 40' on center. Should parkway treatment be required at a later date, these trees shall not be removed.
6. Deep watering bubbler irrigation systems shall be required for trees per attached diagram.
7. Root shields shall be required for all street trees.
8. Trees shall not be planted within a 40' distance from corner to preserve traffic visibility.
9. Trees shall not be planted within 15' from a driveway in the direction of on-coming traffic.
10. Transition areas shall be built according to City standard details.
11. Adjacent property owners shall be responsible for removing the transition area and extending landscaping and irrigation when they are required to install the streetscape treatment.
12. Bus stops and duckouts shall be built according to City standard details.
13. All utilities shall be located in the landscaped buffer behind the walk on streets with the parkway treatment. Utility boxes shall be screened with landscaping where possible.

MAINTENANCE

The sidewalks and landscaping within the required streetscape treatment shall be maintained fully by the property owner to City Standards.



Appendix B:

Relationship of the City of Campbell General Plan Land Use Categories with Zoning Categories

General Plan Category	DENSITY/ INTENSITY ¹	ZONING CATEGORY
Residential		
Low Density Residential	(Less than 3.5 units per gross acre)	Single Family Residential District (R-1-16) ² Single Family Residential District (R-1-10) ²
Low Density Residential	(Less than 4.5 units per gross acre)	Single Family Residential District (R-1-8) ² Single Family Residential District (R-1-9) ²
Low Density Residential	(Less than 6 units per gross acre)	Single Family Residential District (R-1)
Low-Medium Density Residential	(6-13 units per gross acre)	Multiple Family Residential District (R-M) Two-Family Residential District (R-D)
Medium Density Residential	(14-20 units per gross acre)	Multiple Family Residential District (R-2)
High Density Residential	(21-27 units per gross acre)	Multiple Family Residential (R-3)
Mobile Home Park	(6 -13 units per gross acre)	Planned Development (PD)
Commercial / Office / Industrial		
Neighborhood Commercial	.40 FAR	Neighborhood Commercial (C-1)
General Commercial	.40 FAR	General Commercial (C-2)
Central Commercial	.40 FAR	Central Business District (C-3)
Professional Office	.40 FAR	Professional Office (P-O)
Research and Development	.40 FAR	Controlled Manufacturing (CM)
Light Industrial	.40 FAR	Light Industrial (M-1)
Mixed-Use		
Low-Medium Density Residential / Office	See Special Area Plan ⁵	Planned Development (PD) ³
Medium to High Density Residential / Commercial	See Special Area Plan ⁵	Planned Development (PD) ³
Residential / Commercial / Professional Office	See Special Area Plan ⁵	Planned Development (PD) ³
Commercial and/or Light Industrial	See Special Area Plan ⁵	Planned Development (PD) ³
Public		
Institutional	.40 FAR	Public Facilities (PF)
Open Space		
Open Space	.40 FAR	Open Space (OS)
Other Categories		
		Condominium-Planned Development (C-PD) ⁴
		Combining Districts: Site and Architectural Review Area Historic District Overlay District

1. The General Plan establishes density/intensity standards for each use classification. Residential density is expressed as housing units per gross acre. Maximum permitted ratio of gross floor area to the site area (FAR) is specified for non-residential uses. FAR is a broad measure of building bulk that controls both visual prominence and traffic generation. Building area devoted to structured or covered parking is not included in FAR calculations for non-residential developments. However, parking garages are included in the FAR limitations for residential uses. Special Area Plan requirements supercede the above listed FARs. The Zoning Ordinance could provide specific exceptions to the FAR limitations for uses with low employment densities. The density/intensity standards do not imply that development projects will be approved at the maximum density or intensity specified for each use. Zoning regulations consistent with General Plan policies and/or site conditions may reduce development potential within the stated ranges.
2. San Tomas Area Neighborhood Plan (STANP) Categories
3. In addition to mixed-use areas, the PD designation may be considered in any neighborhood. See the San Tomas Area Neighborhood Plan for details for the San Tomas Neighborhood. The PD is a Zoning Designation that allows a degree of flexibility that is not available in other zones, so as to allow developments to create an optimum quantity and use of open space and good design. The PD allows uses that conform to the General Plan.
4. C-PD Zoning Designation is established to provide for the construction of new or conversion of older buildings into residential, industrial and commercial condominiums. The C-PD allows uses that conform to the General Plan.
5. Area plans may need to be developed for some mixed-use areas.

Appendix C1: Housing Element

CITY OF CAMPBELL HOUSING ELEMENT TECHNICAL REPORT

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Housing Element Technical Report
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1. INTRODUCTION

This Housing Element Technical Report provides the detailed background information used in developing the Element's policies and programs for the 2001-2006 planning period. Providing the technical information in a separate report allows the City to focus the Element itself on housing strategies and solutions. This Technical Report consists of the following sections:

- ◆ Housing Needs Assessment (Section 2), which describes and analyzes Campbell's population, household, and housing characteristics and trends;
- ◆ Housing Constraints (Section 3), which assesses potential market, governmental, and other constraints to the development and affordability of housing; and
- ◆ Housing Accomplishments (Section 4), which evaluates the City's progress in implementing the housing programs established in the 1992 Housing Element.

This Technical Report is prepared using various sources of information. Data from the 1990 Census on population and housing is used to a large extent because detailed data from the 2000 Census is not available as of this writing. Where possible, preliminary general demographic data from Census 2000 have been incorporated in the report. Several data sources are used to update the 1990 Census and supplement the preliminary 2000 Census data including:

- ◆ Population data is updated by the State Department of Finance, and school enrollment data from State Department of Education;
- ◆ Housing market information, such as home sales, rents, and vacancies, is updated by City surveys, property tax assessor's files, and apartment search services on the internet;
- ◆ Public and non-profit agencies are consulted for data on special needs groups, the services available to them, and gaps in the system; and
- ◆ Lending patterns for home purchase and home improvement loans are provided through the Home Mortgage Disclosure Act (HMDA) database.

2. HOUSING NEEDS ASSESSMENT

A. Population Characteristics

The type and amount of housing needed in a community are largely determined by population growth and various demographic variables. Factors such as age, race/ethnicity, occupation, and income level combine to influence the type of housing needed and the ability to afford housing.

1. Population Trends

Since its incorporation in 1952, Campbell has grown from a small town of approximately 7,800 residents to a community of over 38,000 by 2000. Most of this growth occurred between 1950 and 1980. In particular, between 1980 and 1990, Campbell's population increased by 33%, a level of growth unmatched by the nearby cities of Los Gatos, San Jose, Saratoga, and Santa Clara. This substantial growth was in large part a result of the City's annexations of unincorporated areas between 1980 and 1985.

According to the 2000 Census, the City's population was 38,138 in 2000, representing an increase of 6% since 1990. Chart 2-1 provides a comparison between Campbell's population growth with that experienced by nearby communities and Santa Clara County as a whole. Given that Campbell is approaching build-out and has limited land available for future residential development, the City's population is not anticipated to increase dramatically this decade. At General Plan build-out, Campbell will have a population of approximately 41,946. This projection is based on the addition of 1,600 new housing units, with 2.38 persons per household.

Chart 2-1: Population Growth Trends

Jurisdiction	1980	1990	2000	1980 – 1990 % Change	1990 – 2000 % Change
Campbell	27,067	36,048	38,138	+33%	+6%
Los Gatos	26,906	27,357	28,592	+2%	+5%
San Jose	629,531	782,248	894,943	+24%	+14%
Santa Clara	87,700	93,613	102,361	+7%	+9%
Saratoga	29,261	28,061	29,843	-4%	+6%
Santa Clara County	1,295,071	1,497,577	1,682,585	+16%	+12%

Sources: 1980, 1990, 2000 Census.

2. Age Characteristics

A community's housing needs are determined in part by the age characteristics of residents. Each age group has distinct lifestyles, family type and size, income levels, and housing preferences. As people move through each stage, their housing need and preferences also change. As a result, evaluating the age characteristics of a community is important in addressing housing needs of residents.

Chart 2-2 below summarizes the age characteristics of Campbell residents in 1990 and 2000. During the 1990s, the number of middle age adults (45 to 64) increased by 29%, contributing to an increase in the median age from 32.5 to 35.2 years. These residents are usually at the peak of their earning power and are more likely to be homeowners. The young adult population (25 to 44) remained relatively stable during the decade, although this group still comprises the largest segment (40%) of the City's population. Generally, younger adults occupy rental units, condominiums, or smaller single-family homes. However, given the relatively high home prices in Campbell, housing options for young adults may be more limited to the rental market.

A noticeable increase was evident among the senior population, which grew by 10% between 1990 and 2000, and nearly 50% in the prior decade. Many seniors are homeowners and typically live in single-family homes, but may begin to consider trading down their larger homes for smaller dwellings as their children leave home. To remain in their homes, some seniors may also participate in home sharing programs.

Several trends could become apparent over the coming decade. For instance, if the relatively large adult population between 45 and 64 continue as long-term community residents, Campbell should have an appreciably larger senior population by 2010. Also, if the school age population in 2000 continue to live in Campbell, the college age (18 to 24) population will gradually increase this decade. Given these trends, there is a continued need to expand housing opportunities for seniors and younger adults in Campbell.

3. Race and Ethnicity

Chart 2-2: Age Characteristics and Trends

Age Groups	1990		2000		% Change 1990-2000
	Persons	Percent	Persons	Percent	
Preschool (Ages 0-4)	2,584	7%	2,491	7%	-4%
School Age (5-17)	4,507	13%	5,728	15%	+27%
College Age (18-24)	3,799	11%	2,910	8%	-23%
Young Adults (25-44)	15,596	43%	15,346	40%	-2%
Middle Age (45-64)	6,194	17%	7,960	21%	+29%
Senior Adults (65+)	3,368	9%	3,703	10%	+10%
Total	36,048	100%	38,138	100%	+6%
Median	32.5		35.2		+8%

Sources: 1990, 2000 Census.

The Bay Area has been gradually changing in the racial and ethnic composition of its population. These changes have implications for housing needs to the extent that different groups may have different household characteristics, income levels, and cultural background that affect their need and preferences for housing.

Campbell, like many Bay Area communities, has also experienced gradual changes in the racial and ethnic composition of its population. As of 2000, whites comprised the largest race/ethnic group in Campbell, at 66%. However, their share of the population has decreased steadily over the past two decades, while the other race/ethnic groups grew noticeably in size and proportion.

Among the four major race/ethnic groups, the largest percentage increase in population between 1990 and 2000 was attributable to Asians (63%), followed by Blacks (38%) and Hispanics (32%). As shown in Chart 2-3, the Asian share of the population increased from 9% in 1990 to 14% in 2000. The Hispanic share grew from 11% to 13%, while the proportion of Blacks increased from 2% to 3%. The number of residents in the "All Other" category grew dramatically because unlike prior Census efforts, the 2000 Census allowed respondents to identify themselves as members of more than one racial group.⁸

The student population in Campbell has diversified as well. An examination of recent enrollment data for local schools in the Campbell Union Elementary and High School Districts indicates that minorities comprise a growing and significant portion of the student population.⁹ In academic year 1998/99, a total of 43% of the student population were Asians (13%), Hispanics (26%), and Blacks (4%).

Chart 2-3: Race and Ethnicity

Race/Ethnicity	1990		2000	
	Persons	Percent	Persons	Percent
White	28,029	78%	25,168	66%
Hispanic	3,839	11%	5,083	13%
Asian*	3,281	9%	5,490	14%
Black	677	2%	964	3%
All Other	222	1%	1,433	4%
Total	36,048	100%	38,138	100%

Sources: 1990, 2000 Census. * Includes Pacific Islanders.

⁸ For 2000, the "All Other" category includes American Indians and Alaska Natives, and persons who identified themselves as "Some other race" and "Two or more races."

⁹ Data was compiled from the State Department of Education for the following public schools in the Campbell area: Campbell Middle, Capri Elementary, Castlemont Elementary, Hazelwood Elementary, Rosemary Elementary, and Westmont High School.

4. Employment Market

Education and employment also have an important impact upon housing needs to the extent that different jobs and income levels determine the type and size of housing a household can afford. According to the 1990 Census, a total of 22,590 Campbell residents were in the labor force, with the unemployment rate at 3.4%. In 2000 the level of unemployment was only at 1.4%, which is even lower than the Countywide rate of 2% (State Employment Development Department).

The educational level of Campbell residents is slightly higher than that of the County as a whole (Chart 2-4). For instance, the percentage of residents over age 18 without a high school diploma is 12% in the City, comparing to 19% Countywide. Similarly, Campbell has a higher percentage of residents with some college education. The percentage of residents with a college degree is also slightly higher in Campbell than in the County.

Chart 2-4: Educational Level

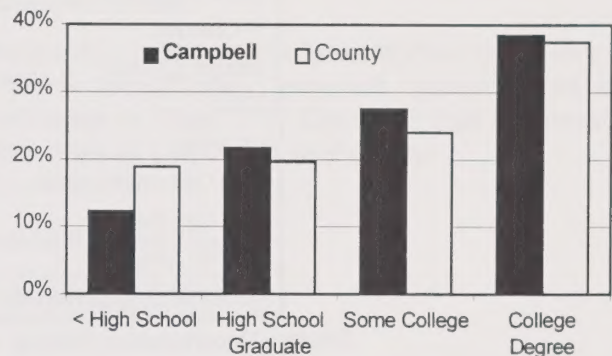


Chart 2-5 describes the types of occupations held by Campbell residents. As of 1990, the two largest occupational categories were managerial and professional, and sales, technical, and administrative. These categories accounted for 34% and 37% of employed residents, respectively. Relatively higher paying jobs are in both categories, except for certain sales positions, translating into higher incomes for the residents engaged in these activities. During the 1980s, the number of City residents with managerial/professional positions increased by 102%. There were noticeable declines in the number of residents engaged in two occupational categories: operators, fabricators, laborers; and farming, forestry, fishing.

Chart 2-5: Employment Profile

Occupations of Residents	1980		1990		Percent Change
	Persons	Percent	Persons	Percent	
Managerial/Professional	3,708	23%	7,485	34%	+102%
Sales, Technical, Admin.	5,942	37%	8,065	37%	+36%
Service Occupations	1,690	11%	2,070	10%	+22%
Production/Crafts/ Repair	2,185	14%	2,408	11%	+10%
Operators, Fabricators, Labor	2,214	14%	1,657	8%	-25%
Farming, Forestry, Fishing	165	1%	131	1%	-21%
Total	15,904	100%	21,816	100%	+37%

Sources: 1980, 1990 Census. (2000 Census data not available.)

Chart 2-6: Major Employers in Campbell

Employer	Number of Employees
Hal Computer Systems	350
Pana-Pacific Corporation	320
The Home Depot	305
Fry's Electronics	285
P-Com Inc.	250
Deluxe Checks	243
Zilog	213
Mervyn's	206
Excl Communications	200
Talk City Inc.	195
City of Campbell	173
John Wolfe Engineering Inc	170

Source: Department of Finance, City of Campbell, 2001.

Chart 2-6 above identifies the major employers in Campbell. As is typical in communities in the Silicon Valley, larger employers in the Campbell area include high technology firms, such as Hal Computer Systems, P-Com, Zilog and Compuware. According to ABAG, the number of jobs in the high technology sector in Santa Clara County increased by 7% between 1990 and 2000. Between 2000 and 2005, ABAG anticipates a slow down in the growth of this sector and projects a modest 3% increase in the number of "high tech" jobs, from 217,710 in 2000 to 224,180 jobs in 2005. Between 2000 and 2005, overall job growth is projected to be 6% (68,110 jobs) Countywide and only 1% (290 jobs) within Campbell. Although local job growth is anticipated to be rather limited, an expansion in regional employment will likely impact the housing market in Campbell.

It is widely recognized that the Silicon Valley creates jobs at an increasingly faster rate than new housing is provided to support those jobs. The region's ratio of jobs to housing is growing and is considered by many to be "imbalanced." According to Joint Venture: Silicon Valley Network (1998)¹⁰, this imbalance is a problem with long-term regional planning implications. In particular, it escalates housing prices because demand outpaces supply. This problem is compounded by the fact that the region's overall housing stock does not include sufficient numbers of units at price ranges that are commensurate with the income of many households. This affordability crisis especially impacts two groups of Silicon Valley residents: lower-income renters and first-time homebuyers.

¹⁰ Joint Venture is a non-profit organization that brings together Silicon Valley stakeholders from business, government, education and the community to solve issues affecting the region. Joint Venture has published a number of reports, including the annual *Index of Silicon Valley*, which provides information about the economy and quality of life in Silicon Valley.

Campbell is one of Santa Clara County's most balanced communities in terms of jobs and housing. Jobs/housing balance is defined as the ratio of number of jobs to number of housing units in a given area. Although the term "jobs/housing balance" is still often used, the more precise relationship is between jobs and the number of employed residents (because some households have no workers, while others have multiple workers).

Jobs and housing are considered to be balanced when there are an equal number of employed residents and jobs within a given area, with a ratio of approximately 1.0. Balancing jobs and housing should a reduction in commuting, as well as achieving a number of other related goals, including reduced traffic congestion on major freeways and arterials, improved regional air quality conditions, and an enhanced community economic base.

The balance between jobs and housing is an important consideration in establishing housing production and affordability goals. Based on ABAG projections, Campbell currently has a jobs/employed residents ratio of 1.1. As exhibited below in Chart 2-7, Campbell has the most balanced ratio in Santa Clara County, along with the cities of Los Gatos and Gilroy.

Chart 2-7: Jobs to Employed Residents Ratio

City	Jobs/Employed Residents Ratio
Campbell	1.1
Cupertino	1.5
Gilroy	1.1
Los Altos	0.7
Los Altos Hills	0.8
Los Gatos	1.1
Milpitas	1.5
Monte Sereno	0.4
Morgan Hill	0.7
Mountain View	1.6
Palo Alto	2.4
San Jose	0.8
Santa Clara	2.2
Saratoga	0.5
Sunnyvale	1.6

Source: ABAG Projections, 2000.

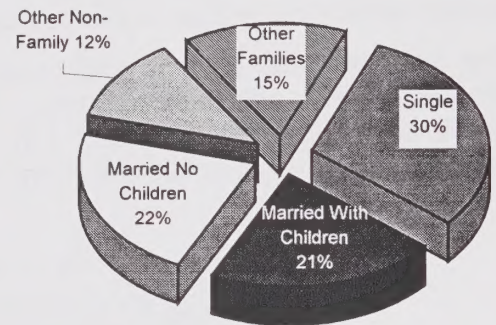
B. Household Characteristics

Household type and size, income levels, the presence of special needs populations, and other household characteristics determine the type of housing needed by residents. This section details the various household characteristics affecting housing needs.

1. Household Type

According to the 2000 Census, Campbell is home to 15,920 households, of which 57% are families (Chart 2-8). Families are comprised of married couple families with or without children as well as other family types, such as female-headed households with children. Non-families, including singles, and other households, make up 43% of households in Campbell. As was the case in 1990, singles comprise roughly 30% of all households in the City.

Chart 2-8: Household Type



The composition of households in Campbell remained relatively unchanged between 1990 and 2000 (Chart 2-9). There are, however, two noteworthy trends. First, the number of married couple families with children increased by 14%, while the number of married couple families without children dropped by 11%. Second, the number of non-traditional families in the "other" category grew in the 1990s (by 14%). Between 1980 and 1990, the average household size increased slightly from 2.31 to 2.35 persons per household. According to the Census, Campbell's average household size in 2000 was 2.38. This slight increase since 1990 reflects the growth in the number of married-couple families with children, as well as households "doubling up" to save on housing costs.

Chart 2-9: Household Characteristics

Household Type	1990		2000		Change
	Number	Percent	Number	Percent	
Households	15,312	100%	15,920	100%	+4%
Families	8,849	58%	9,121	57%	+3%
Married With Children	2,850	19%	3,261	21%	+14%
Married No Children	3,952	26%	3,526	22%	-11%
Other Families	2,047	13%	2,334	15%	+14%
Non-Families	6,463	42%	6,799	43%	+5%
Singles	4,438	29%	4,846	30%	+9%
Other	2,025	13%	1,943	12%	-4%
Average Household Size	2.35		2.38		+1%

Sources: 1990, 2000 Census.

2. Household Income

Household income is the most important factor affecting housing opportunity, determining a household's ability to balance housing costs with other basic necessities of life. Income levels can vary considerably among households, based upon tenure, household type, location of residence, and/or race/ethnicity, among other factors.

Based on projections from the Association of Bay Area Governments (ABAG), the mean household income of Campbell residents in 2000 was \$74,200, comparing to \$59,700 in 1990. As shown in Chart 2-10, Campbell's mean household income for 2000 was comparable to that in San Jose and Santa Clara, but well below that in Los Gatos. The Countywide figure is \$86,300.¹¹

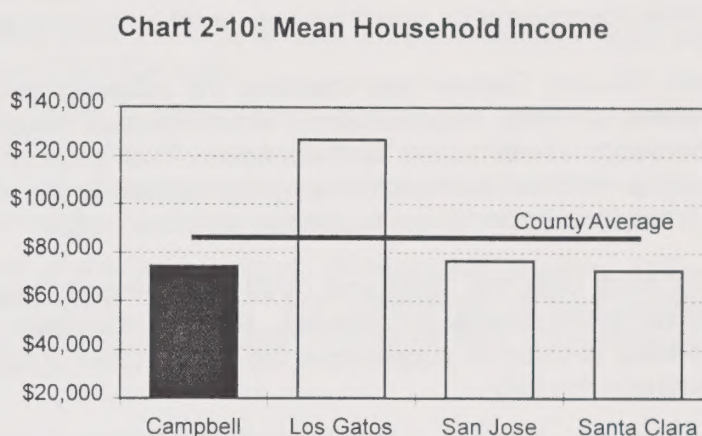


Chart 2-11 provides the composition of Campbell households by four income categories based on the 1990 Census. As indicated below, 40% of all households in the City earned upper incomes (above 120% of the County median family income or MFI). Approximately 29% of households were in the moderate-income range (81 to 120% of MFI) and 31% were in the lower (80% or less of MFI) income categories. Interesting to note is that only 9% of households were in the low-income category.

Chart 2-11: Household Income Distribution

Income Group	Percent of County MFI	Total
Very Low	0 - 50%	22%
Low	51 - 80%	9%
Moderate	81 - 120%	29%
Upper	120% +	40%
Total		100%

Source: Association of Bay Area Governments (ABAG), 2000.

Household income varies by household type as well. Almost two-thirds of senior households in Campbell earn lower incomes, comparing to 20% for small families (two to four persons) and 23% for large families (five or more persons). Elderly households account for approximately 44% of very low-income households in the City. Household income is addressed further in a later discussion of existing housing needs.

¹¹ All income figures are in constant 1995 dollars.

3. Special Needs Groups

Certain groups have greater difficulty in finding decent, affordable housing due to their special needs and/or circumstances. Special circumstances may be related to one's employment and income, family characteristics, disability, and household characteristics among others. As a result, certain segments of Campbell residents may experience a higher prevalence of lower-income, overpayment, overcrowding, or other housing problems.

State Housing Element law identifies the following "special needs" groups: senior households, disabled persons, large families, female-headed households, families and persons in need of emergency shelter, and farmworkers. This section provides a detailed discussion of the housing needs of each particular group as well as the major programs and services available to address their housing and supportive services needs.

Data from both the 1990 and 2000 (preliminary) Census are used to determine the size of special needs groups in Campbell. Recent information from service providers and government agencies is used to supplement the data. Chart 2-12 summarizes the special needs groups residing in the City.

Chart 2-12: Special Needs Groups

Special Needs Groups	Persons	Households	Percent of City
Seniors (65 years and older) ⁽¹⁾		2,696	16.9%
Seniors Living Alone ⁽¹⁾		1,114	7.0%
Disabled (16 years and older)	3,202		10.9% ⁽²⁾
Work Disability only	1,687		5.7% ⁽²⁾
Mobility/Self-Care Limitation only	494		1.7% ⁽²⁾
Work Disability and Mobility/ Self-Care Limitation	1,021		3.5% ⁽²⁾
Female-headed Households ⁽¹⁾		1,602	10.1%
With Children ⁽¹⁾		836	5.3%
Large Households		999	6.5%
Homeless Persons ⁽³⁾	25		<0.1%
Farm Workers	131		0.6% ⁽⁴⁾

Source: 1990 Census (unless otherwise noted).

1. Source: 2000 Census

2. Percent of total persons 16 years and older

3. Source: Campbell Police Department (2001)

4. Percent of total employed persons

Senior Households

Senior households typically have special housing needs due to three concerns – income, health care costs, and physical disabilities. According to the 2000 Census, 17% (2,696) of households in Campbell are with persons age 65 years and older. Some of the special needs of seniors are as follows:

- **Disabilities.** Of the senior population, 36% have a work disability and/or self-care or mobility limitation (1990 Census).
- **Limited Income.** Many seniors have limited income for health and other expenses. Because of their retired status, 54% of senior households earn extremely low to very low-incomes, defined as below 50% of the median family income (1990 Census).
- **Overpayment.** Because of the limited supply of affordable housing, 41% of senior households overpay for housing. The prevalence of overpayment varies by tenure: 21% of homeowners and 70% of renters are overpaying (1990 Census, 1994 CHAS).

Nearly 60% of elderly households in Campbell are homeowners. Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Elderly women are especially in need of assistance. Most of the 1,114 seniors living alone are likely to be women; in 1990, 85% of seniors living alone were women. In addition, because many seniors have fixed or limited income, they may have difficulty making monthly mortgage payments.

Various programs can assist senior needs, including but not limited to congregate care, supportive services, rental subsidies, shared housing, and housing rehabilitation assistance. For the frail elderly, or those with disabilities, housing with architectural design features that accommodate disabilities can help ensure continued independent living. Elderly with mobility/self care limitation also benefit from transportation alternatives. Senior housing with supportive services can be provided to allow independent living.

According to the State Department of Social Services (2001), 10 licensed care facilities for seniors and one adult day care center are located in Campbell. These facilities provide a total of 276 beds. As shown in Chart 2-13, larger facilities include the Retirement Inn of Campbell (90 beds), Mission Villa Alzheimer's Residence (48 beds), and Starcrest (32 beds). The Campbell Day Activity Center offers 40 beds, but this facility is not exclusively for seniors.

Through the Campbell Senior Center, the City also provides programs and services for seniors to facilitate social interaction and foster independence. Services include information and referral; education classes and leisure activities; social activities; and lunches. The Senior Center is a nutrition site under the Countywide Senior Nutrition Program, where congregate meals are made available to persons over the age of 60. Through the Santa Clara County Social Services Agency, the Meals On Wheels Program is also available for homebound seniors who are unable to cook or shop for themselves.

About 40% of elderly households in Campbell are renters. The Santa Clara County Housing Authority provides Section 8 rental assistance to very low-income households, including seniors, to help them afford rents. As of April 2001, 71 elderly households received Section 8 assistance from the Housing Authority. Forty-nine elderly households are currently on the waiting list for assistance, representing 13% of all households on the list.

To encourage the provision of shared housing opportunities in Campbell, the City also provides financial assistance to non-profit organizations, such as Project Match. Project Match provides a program designed to assist primarily elderly households. Under this program, a home provider, a person who has a home to share, is matched with a home seeker, a person in search of a home to share. Typically, providers are senior residents with living space (a bedroom) to share, while seekers are lower-income adults in need of an inexpensive place to live.

Chart 2-13: Licensed Care Facilities for Seniors in Campbell

Facility	Number of beds available
Esther's Residential Care Home	7
HMC Care Home-Campbell	21
Kimberly's Elder Kare Kottage II	6
Mission Villa Alzheimer's Residence	48
Olives & Roses II	6
Retirement Inn of Campbell	90
Rochely's Residence Care Home	6
Sobrato Residential Care Home	14
Starcrest	32
White Oaks Manor	6
Campbell Day Activity Center	40

Source: State Department of Social Services, January 2001.

Disabled Persons

Disabled persons have special housing needs because of their fixed income, the lack of accessible and affordable housing, and the higher health costs associated with their disability. The City is home to residents with disabilities that prevent them from working, restrict their mobility, or make it difficult to care for themselves. An additional segment of residents suffers from disabilities that require living in an institutional setting.

The 1990 Census defines three types of disability: work, mobility, or self-care limitations. Disabilities are defined as mental, physical or health conditions that last over six months. The Census tracks the following types of disability:

- **Work disability:** refers to a condition lasting over six months which restricts a person's choice of work and prevents them from working full-time;

- **Mobility limitation:** refers to a physical or mental condition lasting over six months which makes it difficult to go outside the home alone; and
- **Self-care limitation:** refers to a physical or mental condition lasting over six months that makes it difficult to take care of one's personal needs.

A total of 3,202 persons with disability reside in Campbell, representing 11% of the City's population 16 years old and above (1990 Census). Approximately 53% of these residents are faced with work disability, 15% have mobility/self-care limitations, and the remaining 32% have both work disabilities and mobility/self-care limitations.

The living arrangement of disabled persons depends on the severity of the disability. Many persons live at home in an independent fashion or with other family members. To maintain independent living, disabled persons may need assistance. This can include special housing design features for the disabled, income support for those who are unable to work, and in-home supportive services for persons with medical conditions among others. Services can be provided by public or private agencies.

The Silicon Valley Independent Living Center (SVILC) provides a variety of services to persons with disabilities in Santa Clara County. SVILC serves over 1,000 County residents annually. Services offered include: information and referral, vocational training and placement, residential training, legal and personal advocacy, peer and individual counseling, housing referrals, and personal assistance referrals and placement. To help its clients locate affordable, accessible housing, SVILC maintain a database of accessible and subsidized housing throughout Santa Clara County.

Rental assistance through the County Housing Authority also helps disabled persons afford housing in Campbell. As of April 2000, 49 persons with disabilities received Section 8 assistance through the Housing Authority. A total of 52 persons with disabilities are currently on the waiting list for assistance.

Transportation service for persons with disabilities is available through OUTREACH paratransit, a non-profit agency, operating as the ADA paratransit broker for the Valley Transportation Authority (VTA). OUTREACH is based on a reservation system with clients making reservations for trips one day to 14 days in advance. Service is provided with taxies or accessible vans.

Female-headed Households

Female-headed households with children often require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. Because of their relatively lower incomes and higher living expenses, such households usually have more limited opportunities for finding affordable, decent, and safe housing.

Campbell is home to 1,602 female-headed households, of which 836 are with children under 18 years old (2000 Census). These households are a particularly vulnerable group because they must balance the needs of their children with work responsibilities. In 1990, approximately 17% of female-headed families with children under 18 lived in poverty, comparing to just 4% of married-couple families.

Single parents in Campbell can participate in the Shared Housing Program offered through Catholic Charities of Santa Clara County. Available Countywide, this program helps single parents with one or two small children find affordable rooms to rent in private homes. Rents typically range from \$400 to \$700 per month for a one-bedroom unit. Under the program, Catholic Charities provides screening of clients, education about shared housing, and a "living together agreement" that specifies rent, deposit, and policies of occupation. The average time to make a housing match is approximately three weeks.

Large Households

Large households are defined as having five or more members residing in the home. These households constitute a special need group, because there is often a limited supply of adequately sized, affordable housing units in a community. In order to save for other basic necessities of food, clothing and medical care, it is common for lower-income large households to reside in smaller units, which frequently results in overcrowding. Campbell is home to 999 large households, 45% (446) of which are renter households.

The housing needs of large households are typically met through larger units. Campbell has 4,874 owner-occupied units and 1,343 rental units with three or more bedrooms that could reasonably accommodate large families without overcrowding. However, because the vast majority of these units are single-family homes and are expensive, overcrowding is more prevalent among large families. In 1990, 73% of the City's large renter households and 15% of large owner households lived in overcrowded conditions.

To address overcrowding, communities can provide incentives to facilitate the development of larger apartments with three or more bedrooms for large households. A shortage of large rental units can also be alleviated through the provision of affordable ownership housing opportunities, such as first-time homebuyer programs and self-help housing, to move renters into homeownership. Financial assistance for room additions may also address overcrowding.

In 2000, Silicon Valley Habitat for Humanity, a local non-profit housing organization, built two homes in Campbell for working families who had previously lived in overcrowded apartment units. Habitat will soon begin construction on four new homes for families in the City.

Of the 234 Campbell households receiving Section 8 assistance from the County Housing Authority (as of April 2001), 114 are families. With Section 8 assistance, these families are able to afford two- to three-bedroom units in the community. There are currently 290 families on the waiting list for assistance, of which 36 are large families.

Homeless Persons

The 1990 Census documented no homeless persons in Campbell. However, this does not mean that the City does not have a homeless population. It has been widely acknowledged that the methodology used in the 1990 Census to count the number of homeless was ineffective, thereby resulting in substantial undercounting of the homeless in many jurisdictions. According to the Campbell Police Department (2001), there is an average of 25 homeless persons in the City on any given day.

There are three major types of facilities that provide shelter for homeless individuals and families: emergency shelters, transitional housing, and permanent housing. These types of facilities are defined below:

- **Emergency Shelter:** provides overnight shelter and fulfills a client's basic needs (i.e. food, clothing, medical care) either on-site or through off-site services. The permitted length of stay can vary from one day at a time to two months, depending upon whether the shelter is short-term or long-term.
- **Transitional Housing:** a residence that provides housing for up to two years. Residents of transitional housing are usually connected to rehabilitative services, including substance abuse and mental health care interventions, employment services, individual and group counseling and life skills training.
- **Permanent Housing:** refers to permanent housing that is affordable in the community or permanent and service-enriched permanent housing that is linked with on-going supportive services (on-site or off-site) and is designed to allow formerly homeless clients to live at the facility on an indefinite basis.

No emergency shelters or transitional housing facilities are currently located in Campbell. However, numerous regional service providers serve the homeless in the greater San Jose area (Chart 2-14). Homeless individuals identified in Campbell are usually referred to one of the emergency shelters located nearby in downtown San Jose.

The City of Campbell supports the provision of homeless services by allocating a portion of its Community Development Block Grant (CDBG) funds to non-profit services providers, including the Emergency Housing Consortium (EHC) and InnVision. As the Santa Clara County's largest provider of shelters and services for the homeless, EHC provides emergency shelters, transitional and permanent housing and support services through a network of program locations throughout the County. InnVision operates four inns in San Jose, which provide emergency shelter to a variety of persons in need, including working men, women and children, and mentally ill persons. As exhibited in Chart 2-14, EHC and InnVision provide a significant number of beds in transitional housing facilities and emergency shelters for the homeless. In 2000, 106 homeless persons from Campbell stayed in shelters provided by EHC and InnVision.

Catholic Charities also offers the Rental Assistance Program, which provides one-time or temporary financial assistance to lower-income residents who are at risk of homelessness due to an unexpected financial setback. Established in 1997, this program is funded by the Campbell Redevelopment Agency.

Chart 2-14: Homeless Facilities/Providers in Nearby Areas

Facility	Beds	Clients	Location
Emergency Shelter			
Brandon House	15	Single women & women with children	San Jose
Cold Weather Shelter (EHC)	100	Single men & women	Sunnyvale
Concern for the Poor	143	Families	San Jose
Our House Youth Services (EHC)	10	Homeless & runaway youth age 12-17	San Jose
Hospitality House, Salvation Army	24	Single men	San Jose
Emergency Shelter/Transitional Housing			
InnVision – Commercial Street Inn, Community Inn, Julian Street Inn, and Montgomery Street Inn	200	Working men, women & children, mentally ill men & women	San Jose
James Boccardo Reception Center (EHC)	250	Families & single adults	San Jose
Transitional Housing			
St. Joseph's Cathedral, Social Ministry Office	40	Single men	San Jose
Fortunes Inn	17	Men & women recovering from alcoholism	San Jose
YWCA	63	Women & children	San Jose
Women and Their Children's Housing (WATCH)	8	Women & children	San Jose
Permanent Housing			
Monterey Glenn Inn (EHC)	95	Men & women	San Jose

Sources: Bay Area Homeless Alliance, March 2001;
Santa Clara County 2000-2005 Consolidated Plan.

Farmworkers

Farmworkers are traditionally defined as persons whose primary incomes are earned through seasonal agricultural labor. They have special housing needs because of their relatively low income and the unstable nature of their job (i.e. having to move throughout the year from one harvest to the next). According to the 1990 Census, there were 131 Campbell residents employed in farming, forestry, and fishing occupations. These individuals accounted for less than 1% of the City's total employed residents. Given that there are so few persons employed in agricultural-related industries, the City can address their housing needs through its overall housing programs.

C. Housing Stock Characteristics

This section of the Housing Element addresses various housing characteristics and conditions that affect the well-being of City residents. Housing factors evaluated include the following: housing stock and growth, tenure and vacancy rates, age and condition, housing costs, and affordability, among others.

1. Housing Growth

Between 1980 and 1990, the housing stock in Campbell increased by 33%, from 11,975 to 15,883 units. Since 1990, however, the City has experienced limited housing growth. The housing stock increased by only 4% between 1990 and 2000 (as shown in Chart 2-15). As of January 2000, State Department of Finance estimates identified 16,522 housing units in the City. Residential development activity in Campbell has been limited over the past decade, primarily due to the declining amount of vacant land available for new residential development, as well as the economic recession that spanned the early to mid 1990s.

Chart 2-15: Housing Growth

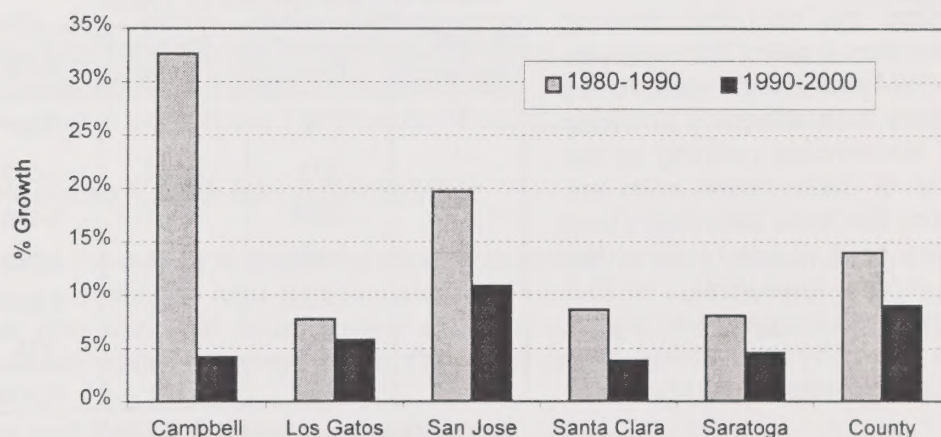


Chart 2-15 compares Campbell's housing growth in the 1980s and 1990s with nearby communities and the County as a whole. As shown, the City's level of housing growth in the 1980s was well above that experienced by surrounding communities. However, only limited residential growth occurred in Campbell in the 1990s, which was also the case in the nearby cities of Santa Clara and Saratoga.

2. Housing Type and Tenure

Chart 2-16 summarizes various characteristics of the housing stock in Campbell. With limited housing growth occurring in the 1990s, the composition of the housing stock is essentially the same as that ten years ago. Single-family homes and multi-family dwelling units comprise approximately 53% and 45% of the housing stock, respectively. The City's homeownership rate of 48% in 2000 is well below the Countywide rate of 60%. This relationship remains relatively unchanged from 1990 when the City's homeownership rate was 47% and the County's was 59%.

Chart 2-16: Changes in Housing Stock

Housing Type	1990		2000	
	No. of Units	% of Total	No. of Units	% of Total
Single-Family	8,441	53%	8,775	53%
Detached	6,568	41%	6,867	41%
Attached	1,873	12%	1,908	12%
Multi Family	7,044	44%	7,380	45%
2-4 Units	2,280	14%	2,276	14%
5+ Units	4,764	30%	5,104	31%
Mobile Homes	398	3%	397	2%
Total Units	15,883	100%	16,552	100%
Vacancy Rate	3.49%		2.20%*	

Sources: 1990 Census; State Department of Finance, 2000; * 2000 Census

Chart 2-17 summarizes the occupied housing units by tenure and bedroom size. This analysis shows that there are 1,343 rental units with three or more bedrooms, more than adequate to house the 446 large renter households residing in the City. However, many of these rental units are single-family homes and the rents associated with most of these units are beyond the reach of the lower-income large renter households. The housing need for larger units coupled with higher rents is reflected in the City's relatively high overcrowding rate for large renter households.

Chart 2-17: Bedroom Mix by Tenure

# Bed-rooms	Owned Units	Rental Units	Total
0	30	538	568
1	271	2,762	3,033
2	2,024	3,464	5,488
3	3,497	1,226	4,723
4	1,151	108	1,259
5+	226	9	235
Total	7,199	8,107	15,306

Source: 1990 Census.

(2000 Census data not yet available.)

3. Housing Age and Condition

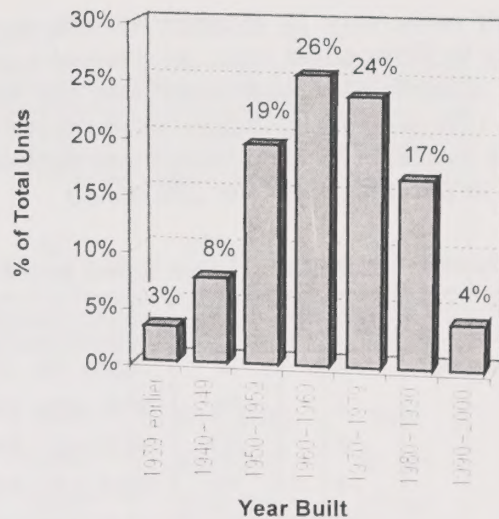
Housing age is an important indicator of housing condition within a community. Like any other tangible asset, housing is subject to gradual deterioration over time. If not properly and regularly maintained, housing can deteriorate and discourage reinvestment, depress neighboring property values and eventually impact the quality of life in a neighborhood. Thus maintaining and improving housing quality is an important goal for the City.

Chart 2-18 below provides a breakdown of the housing stock by the year built (Sources 1990 and 2000 Census). As of 2000, 56% of housing units in Campbell are over 30 years old and 11% are over 50 years old. A general rule in the housing industry is that structures older than 30 years begin to show signs of deterioration and require reinvestment to maintain their quality. Unless properly maintained, homes older than 50 years require major renovations to remain in good working order. Comprising the southwestern quadrant of the City, the San Tomas Area is one of the older neighborhoods in Campbell and has the greatest rehabilitation needs.

The City administers a Code Enforcement program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified/cited, staff encourage property owners to seek assistance through the Homeowner Rehabilitation Program. Under this CDBG-funded program, the City provides financial assistance to lower-income homeowners to assist them in the improvement of their homes. The City also works with the County of Santa Clara to provide the Rental Rehabilitation

Program to facilitate the rehabilitation of units occupied by lower-income renters. In the past, the Campbell Redevelopment Agency has also worked successfully with non-profit housing developers to rehabilitate the Sharmon Palms and San Tomas Gardens projects.

Chart 2-18: Year Housing Built



4. Housing Costs and Affordability

The cost of housing is directly related to extent of housing problems in a community. If housing costs are relatively high in comparison to household income, there will be a correspondingly higher prevalence of overpayment and overcrowding. This section summarizes the cost and affordability of the housing stock to Campbell residents.

Sales and Rental Survey

Chart 2-19 on the following page provides a summary of sales and rental prices of housing in Campbell. During 2000, 377 single-family homes were sold in Campbell, the majority (296) of which were three- or four-bedroom units. The median price for a single-family home was \$450,000 for a two-bedroom unit, \$495,000 for a three-bedroom unit, and \$568,000 for a four-bedroom unit.

Condominiums provide a slightly lower cost homeownership alternative in Campbell. During 2000, 175 condominium units were sold, comprising approximately one-third of all units sold. The median price of a condominium varied from \$243,000 for a one-bedroom unit to \$420,000 for a unit with three or more bedrooms.

While home prices are generally high in Campbell and the rest of Santa Clara County, prices have declined recently. Between April 2000 and April 2001, the median price of single-family homes sold in the County dropped 5.4%, from \$560,000 to \$530,000, in large part because of the slower sales of higher-priced homes (Santa Clara County Association of Realtors). The

number of unsold homes have increased, as prospective home buyers wait to see if prices continue to decline and whether the Silicon Valley economy stabilizes.

Apartment rents vary by location as well as the quality and amount of amenities available. According to Spingstreet.com, an internet-based rental marketing service (2001), the median rents for apartment units in Campbell are as follows: \$850 for a studio, \$1,473 for a one-bedroom unit, \$1,795 for a two-bedroom unit, and \$1,723 for a three-bedroom unit. (Rental data were available for thirty apartment complexes, including smaller projects with less than 20 units and larger ones with over 200 units.)

Chart 2-19: Market Home Sales and Apartment Rents

	Bdrms.	Units	Range	Median	Average
Homes¹	1	4	\$390,000 - \$720,000	\$517,750	\$536,375
	2	66	\$141,000 - \$1,650,000	\$450,000	\$505,299
	3	217	\$175,000 - \$1,650,000	\$495,000	\$513,682
	4	79	\$365,000 - \$1,200,000	\$568,000	\$604,151
	5+	11	\$510,000 - \$900,000	\$575,000	\$669,967
Condos¹	1	9	\$184,000 - \$270,000	\$243,000	\$236,722
	2	104	\$171,500 - \$485,000	\$345,000	\$326,046
	3+	62	\$280,000 - \$609,000	\$420,000	\$420,032
	Bdrms.	Bldgs	Range	Median	Average
Rentals²	Studio	5	\$800 - \$1,450	\$850	\$960
	1	19	\$950 - \$1,900	\$1,473	\$1,407
	2	21	\$1,125 - \$2,320	\$1,795	\$1,722
	3	4	\$1,395 - \$3,200	\$1,723	\$2,010

Source: ¹ Dataquick (2000); ² Springstreet.com (2001).

Housing Affordability

Housing affordability can be inferred by comparing the cost of renting or owning a home in Campbell with the maximum affordable housing costs to households which earn different income levels. Taken together, this information can provide a picture of who can afford what size and type of housing as well as indicate the type of households that would likely experience overcrowding or overpayment.

The federal Department of Housing and Urban Development (HUD) conducts annual household income surveys nationwide, including Santa Clara County, to determine the maximum affordable payments of different households and their eligibility for federal housing assistance. In evaluating affordability, it should be noted that the maximum affordable price refers to the maximum amount that could be paid by households in the top of their respective income category. Households in the lower end of each category (e.g. 25% of MFI) will experience some level of overpayment.

Chart 2-20 below shows the annual income for very low, low, and moderate-income households by household size and the maximum affordable housing payment based on the federal standard

of 30% of household income. Standard housing costs for utilities, taxes, and property insurance are also shown. From these income and housing cost figures, the maximum affordable home price and rent is determined.

Chart 2-20: Housing Affordability Matrix (2000)

Income Group	Income Levels		Housing Costs		Maximum Affordable Price	
	Annual Income	Affordable Payment	Utilities	Taxes & Insurance	Ownership	Rental
Very Low						
One Person	\$30,450	\$761	\$50	\$200	\$77,417	\$711
Small Family	\$39,150	\$979	\$100	\$250	\$95,209	\$879
Large Family	\$47,000	\$1,175	\$150	\$300	\$109,784	\$1,025
Low						
One Person	\$39,850	\$996	\$50	\$200	\$113,002	\$946
Small Family	\$51,250	\$1,281	\$100	\$250	\$141,016	\$1,181
Large Family	\$61,500	\$1,538	\$150	\$300	\$164,676	\$1,388
Moderate						
One Person	\$73,100	\$1,828	\$50	\$200	\$238,875	\$1,778
Small Family	\$93,950	\$2,349	\$100	\$250	\$302,663	\$2,249
Large Family	\$112,750	\$2,819	\$150	\$300	\$358,691	\$2,669

Notations:

1. Small Family = 3 persons; Large Families = 5 or more persons
2. Monthly affordable rent based upon payments of no more than 30% of household income
3. Property Taxes and Insurance based on averages for the region.
4. Affordable home price is based on down payment of 10%, annual interest of 8%, a 30-year mortgage, and monthly payment of 30% of gross household income.

* Affordable home prices are for illustrative purposes only, and not to be used for determining specific program eligibility.

Affordability by Household Income

The previous chart showed the maximum amount that a household can pay for housing each month (e.g. rent, mortgage and utilities) without exceeding the 30% income-housing cost threshold for overpayment. This amount can be compared to current market prices for single-family homes, condominiums, and apartments (Chart 2-19) to determine what types of housing opportunities a household can afford.

Very Low-Income Households: Very low-income households earn 50% or less of the County median family income--between \$30,450 and \$47,000 depending on the size of the family. Given the very high costs of single-family homes and condominiums in Campbell, very low-income households are limited to the rental housing market.

Median apartment rents in Campbell are as follows: \$850 for a studio, \$1,473 for a one-bedroom unit, \$1,795 for a two-bedroom unit, and \$1,723 for a three-bedroom apartment. After deductions for utilities, a very low-income household can only afford to pay \$711 to \$1,025 in rent per month, depending on household size. In practical terms, this means that a one-person

household cannot afford an average priced studio without overpaying or doubling up. The problem is exacerbated for large families (five or more persons).

Low-Income Households: Low-income households earn 80% or less of the County's median family income--between \$39,850 to \$61,500 depending on the size of the household. The maximum affordable home price for a low-income household ranges from \$113,002 for one-person to \$164,676 for a five-person family. Based on the sales data presented in Chart 2-18, households cannot afford the median sales price for a single-family home or condominium in the City, regardless of size. Low-income households are therefore also limited to finding units in the rental market.

After deductions for utilities, a low-income household can afford to pay \$946 to \$1,388 in rent per month, depending on family size. A one-person household can afford a studio apartment, although the supply of such units may be limited given that only five of the apartment complexes surveyed offer studio units. Small families would most likely overpay for an adequately sized (two or more bedrooms) apartment. Large families can afford some two-bedroom units. However, these units are very limited in supply and such families will likely overpay or double up to afford housing in the community.

Moderate-Income Households: Moderate-income households earn 81% to 120% of the County's median family income--between \$73,100 to \$112,750 depending on household size. The maximum affordable home price for a moderate-income household is \$238,875 for a one-person household, \$302,663 for a small family, and \$358,691 for a five-person family. One-person households and small families can theoretically afford a limited number of two- to three-bedroom single-family homes and condominiums available on the market. However, the down payment and closing costs may prevent these households from achieving homeownership. Large families can afford a few three- and four-bedroom homes, but these "affordable" units are in short supply.

With a maximum affordable rent payment of between \$1,778 and \$2,669 per month, moderate-income households can afford the majority of the apartment units listed for rent.

5. Assisted Rental Housing

Existing housing that receives governmental assistance is often a significant source of affordable housing in many communities. Because of its significance, this section identifies publicly assisted rental housing in Campbell, evaluates the potential to convert to market rates during a ten-year planning period (January 2001 to July 2011), and analyzes the cost to preserve those units. Resources for preservation/replacement of these units and housing programs to address their preservation are described separately in the Financial Resources section of the Housing Element, and include Campbell Redevelopment set-aside funds, CDBG funds, State Multi-Family Housing Program, and HUD Section 223(f), among others.

Assisted Housing Inventory

Chart 2-21 is an inventory of assisted rental housing projects in Campbell. A total of 608 assisted units are provided by nine developments, including units assisted through a variety of federal and local government programs/funds. These programs include HUD Section 8, Section 221 and Section 236, CDBG, and local redevelopment set-aside funds.

Chart 2-21: Inventory of Assisted Rental Housing

Project Name	Total Units	Assisted Units	Household Type	Funding Source(s)	Expiration of Affordability
Corinthian House	104	36	Elderly & Disabled	Section 8; Section 221(d)(3)	Continual Renewal
Rincon Gardens	200	200	Elderly & Disabled	Section 8	Continual Renewal
Wesley Manor	154	154	Elderly & Disabled	Section 8	Continual Renewal
Fairlands Court	1	1	Elderly	CDBG	Continual Renewal
Hamilton Avenue	8	8	Family	Section 8	2010
Sharmon Palms	36	36	Family	Section 8; RDA	2021
Avalon Bay	348	70	Family & Elderly	RDA	2026
Gateway	20	3	Family & Elderly	RDA	2026
San Tomas Gardens	100	100	Family	Section 236; Catholic Charities	2036

Source: Community Development Department, City of Campbell, 2001.

RDA: Campbell Redevelopment Agency

Loss of Assisted Housing

Affordability covenants and deed restrictions are typically used to maintain the affordability of publicly assisted housing, ensuring that these units are available to lower- and moderate-income households in the long term. Over time, the City may face the risk of losing some of its affordable units due to the expiration of covenants and deed restrictions. As the relatively tight housing market continues to put upward pressure on market rents, property owners are more inclined to discontinue public subsidies and convert the assisted units to market-rate housing.

According to a risk assessment by California Housing Partnership Corporation (CHPC), no assisted development in Campbell is at high risk of conversion to market use. Of the 608 assisted units identified in Chart 2-21, 399 units in five projects are determined to be at low risk of conversion during the 2001-2011 period. These projects include Corinthian House, Rincon Gardens, Wesley Manor, the Hamilton Avenue project, and Fairlands Court. All of these projects are subject to annual renewal under the HUD Section 8 program, with the exception of Fairlands Court which is assisted through CDBG funds and not expected to convert.

Preservation and Replacement Options

To maintain the existing affordable housing stock, the City must either preserve the existing assisted units or facilitate the development of new units. Depending on the circumstances of at-risk projects, different options may be used to preserve or replace the units. Preservation

options typically include: 1) transfer of project to non-profit ownership; 2) provision of rental assistance to tenants using non-federal funding sources; and 3) purchase of affordability covenants. In terms of replacement, the most direct option is the development of new assisted multi-family housing units. These options are described below.

1) Transfer of Ownership: Transferring ownership of an at-risk project to a non-profit housing provider is generally one of the least costly way to ensure that the at-risk units remain affordable for the long term. By transferring property ownership to a non-profit organization, low-income restrictions can be secured indefinitely and the project would become potentially eligible for a greater range of governmental assistance. This preservation option is, however, not applicable in Campbell because all five at-risk projects are already owned by non-profit organizations. These projects are determined to be at “low” risk of conversion, largely due to their non-profit ownership.

2) Rental Assistance: Rental subsidies using non-federal (State, local or other) funding sources can be used to maintain affordability of the 398 at-risk units (excluding Fairlands Court). These rent subsidies can be structured to mirror the federal Section 8 program. Under Section 8, HUD pays the difference between what tenants can pay (defined as 30% of household income) and what HUD estimates as the fair market rent (FMR) on the unit.

The feasibility of this alternative is highly dependent upon the availability of non-federal funding sources necessary to make rent subsidies available and the willingness of property owners to accept rental vouchers if they can be provided. Chart 2-22 shows the total cost of subsidizing the rents at all at-risk units currently assisted through the Section 8 program. As indicated below, the total cost of subsidizing the rents at the 398 at-risk units is estimated at \$145,870 per month or \$1.75 million annually.

Chart 2-22: Rental Subsidies Required

Unit Size	Total Units ¹	Fair Market Rent	Household Size	Very Low Income (50% AMI) ²	Affordable Cost – Utilities ³	Monthly Per Unit Subsidy	Total Monthly Subsidy
0-br	22	\$993	1	\$30,550	\$714	\$279	\$6,144
1-br	354	\$1,132	2	\$34,900	\$773	\$360	\$127,263
2-br	22	\$1,399	3	\$39,300	\$833	\$567	\$12,463
Total	398						\$145,870

1. Corinthian House consists of 22 studio and 14 one-bedroom units. All 154 units in Wesley Manor are one-bedroom units. The 8 family units on Hamilton Avenue are assumed to be two-bedroom units. Rincon Gardens contains 186 one-bedroom units and 14 two-bedroom units.
2. 2001 Area Median Household Income (AMI) limits set by HUD. In Santa Clara County, the area median income limit for a very low-income household is \$30,550 for a one-person household, \$34,900 for a two-person household and \$39,300 for a three-person household.
3. Affordable cost = 30% of household income minus estimated utility allowance of \$50 for a studio, \$100 for a one-bedroom unit, and \$150 for a two-bedroom unit.

3) Purchase of Affordability Covenants: Another option to preserve the affordability of at-risk project is to provide an incentive package to the owner to maintain the project as affordable housing. Incentives could include writing down the interest rate on the remaining loan balance, and/or supplementing the Section 8 subsidy received to market levels. The feasibility of this option depends on whether the complex is too highly leveraged. By

providing lump sum financial incentives or on-going subsidies in rents or reduced mortgage interest rates to the owner, the City can ensure that some or all of the units remain affordable.

- 4) Construction of Replacement Units:** The construction of new low-income housing units is a means of replacing the at-risk units should they be converted to market-rate units. The cost of developing housing depends upon a variety of factors, including density, size of the units (i.e. square footage and number of bedrooms), location, land costs, and type of construction. The construction cost for a 1,000-square foot apartment unit is approximately \$100,000 to \$200,000 (excluding land costs), based on discussions with area developers. Assuming an average construction cost of \$150,000 per apartment unit, it would cost approximately \$59.7 million to construct 398 new assisted units. Including land costs, the total costs to develop replacement units will be significantly higher.

Cost Comparisons: Given their non-profit ownership, it is highly unlikely that of the five “at risk” projects will convert to market-uses. Nevertheless, the above analysis attempts to estimate the cost of preserving the at-risk units under various options. The annual costs of providing rental subsidies required to preserve the 398 assisted units are relatively low. However, long-term affordability of the units cannot be ensured in this manner. The option of constructing 398 replacement units is very costly and constrained by a variety of factors, including growing scarcity of land, rising land costs, and potential community opposition. The best option to preserve the at-risk units appears to be the purchase of affordability covenants. This option would likely require the participation of Campbell’s Redevelopment Agency and the use of its set-aside funds.

D. Regional Housing Needs

State law requires all regional councils of governments, including the Association of Bay Area Governments (ABAG) to determine the existing and projected housing need for its region (Government Code Section 65580 et. seq.) and determine the portion allocated to each jurisdiction within the ABAG region. This is called the Regional Housing Needs Determination (RHND) process.

1. Existing Housing Needs

A continuing priority of communities is enhancing or maintaining their quality of life. A key measure of quality of life in a community is the extent of “housing problems.” The federal Department of Housing and Urban Development (HUD) has developed an existing needs statement that details the number of households earning lower income, living in overcrowded conditions, or overpaying for housing. Summarized in Chart 2-23, these housing problems are defined as follows:

- **Lower Income:** Refers to a household earning less than 80% of the median family income, as adjusted by family size. For a four-person household, the median income was \$87,000 for Santa Clara County in 2000.
- **Overcrowding:** Refers to a housing unit which is occupied by more than one person per room, excluding kitchens, bathrooms, hallways, and porches, as defined by HUD.

- **Overpayment:** Refers to a household paying 30% or more of its gross income for rent (either mortgage or rent), including costs for utilities, property insurance, and real estate taxes, as defined by HUD.

The prevalence of overcrowding and overpayment is particularly higher among lower-income households, because they have less income for housing costs. Chart 2-23 below documents the prevalence of lower-income households in Campbell, and the prevalence of overcrowding and overpayment among those households.

Chart 2-23: Housing Problems of Lower-Income Households

Family Type	Lower Income	Lower Income	
		Overcrowding	Overpayment
Total	29%	9%	70%
Seniors (62 and over)	65%	1%	56%
Small Families (2-4)	20%	12%	78%
Large Families (5+)	23%	77%	72%
Others	25%	3%	81%

Source: Comprehensive Housing Affordability Strategy (CHAS), 1994.

Income by Household Type

Household income in the City varies greatly by household type, as indicated in Chart 2-24. Senior households are a particularly vulnerable group. Nearly two-thirds of senior households in Campbell earn lower income, with 33% earning extremely low income. About 23% of large households are also lower-income, which coupled with a limited supply of large affordable units, translates into higher overcrowding rates.

“Other” households consist of non-senior persons living alone or unrelated persons living together, such as students, younger adults, and unrelated persons doubling up. Next to seniors, “other” households have the highest proportion of lower-income households and

Chart 2-24: Income by Household Type

Household Type	Extremely Low (0-30%)	Very Low (31-50%)	Other Low (51-80%)	Total Lower Income
Seniors (62 and over)	33%	21%	11%	65%
Small Related (2-4)	5%	7%	7%	20%
Large Related (5+)	6%	9%	8%	23%
All Other Households	7%	9%	9%	25%
Total	10%	10%	9%	29%

Source: Comprehensive Housing Affordability Strategy (CHAS), 1994.

extremely low-income households. This is an indicator of potential overpayment issues discussed later in this section.

Overcrowding

Overcrowding occurs when housing costs are so high relative to income that families double up to devote income to other basic needs of food and medical care. Overcrowding also tends to result in accelerated deterioration of homes, a shortage of street parking, and additional traffic. Therefore, maintaining a reasonable level of occupancy and alleviating overcrowding are critical to enhancing the quality of life in the community.

The level of overcrowding in Campbell increased slightly from 3% in 1980 to 5% in 1990. Countywide, the overcrowding rate was 11% in 1990. Overcrowding rates vary significantly by income, type, and size of household. Generally, lower-income households and large families experience a disproportionate share of overcrowding, which is also the case in Campbell. Large family renter households have the highest overcrowding rate at 73% (Chart 2-25). Lower-income large families have a particular high overcrowding rate (77%). Given that large rental units are generally not affordable to lower-income large household renters, and that the majority of large homes (three or more bedrooms) are out of reach for even moderate-income families, the level of overcrowding will likely remain high for large families.

Chart 2-25: Household Overcrowding Profile

Family Type	All Households	Owner Households	Renter Households	Lower Income Households
Total	5%	2%	8%	9%
Seniors	1%	0%	1%	1%
Small Families	5%	1%	9%	12%
Large Families	37%	15%	73%	77%
Others	2%	0%	3%	3%

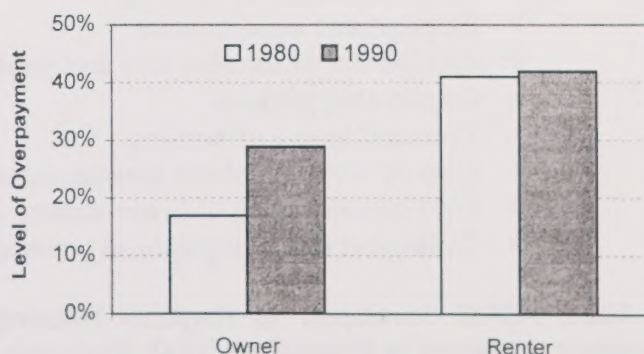
Source: Comprehensive Housing Affordability Strategy (CHAS), 1994.

Overpayment

Housing overpayment occurs when housing costs increase faster than income. As is the case in throughout the Bay Area, it is not uncommon to overpay for housing in Campbell. However, to the extent that overpayment is often disproportionately concentrated among the most vulnerable members of the community, maintaining a reasonable level of housing cost burden is an important contributor to quality of life.

Housing overpayment is a significant problem in the Silicon Valley, where many households pay a substantial portion of their income for housing. The problem is

Chart 2-26: Housing Overpayment



particularly severe for renters. As shown in Chart 2-26, the percentage of Campbell residents overpaying for housing increased from 33% in 1980 to 35% in 1990. During this period, the share of homeowners overpaying rose from 17% to 29%, while the overpayment rate among renter households increased from 41% to 42%. It is anticipated that the 2000 Census will show a furthering of this trend.

Housing overpayment also varies significantly by income, household type and size. Senior renters are especially vulnerable, with 70% of such households overpaying for housing. Approximately 70% of all lower-income households overpay for housing. Both lower-income small and large families experience high levels of overpayment, at 78% and 72%, respectively. Chart 2-27 summarizes the prevalence of overpayment by household type and size.

Chart 2-27: Household Overpayment Profile

Family Type	All Households	Owner Households	Renter Households	Lower Income Households
Total	35%	29%	42%	70%
Seniors	41%	21%	70%	56%
Small Families	32%	26%	40%	78%
Large Families	34%	30%	42%	72%
Others	37%	42%	35%	81%

Source: Comprehensive Housing Affordability Strategy, 1994.

2. Future Housing Needs

Future housing needs refer to the share of the region's housing need that has been allocated to a community. In brief, ABAG calculates future housing need based upon household growth forecasts provided by communities, plus a certain amount of units needed to account for normal and appropriate level of vacancies and the replacement of units that are normally lost to conversion or demolition.

In allocating the region's future housing needs to jurisdictions, ABAG is required to take the following factors into consideration pursuant to Section 65584 of the State Government Code:

- Market demand for housing
- Employment opportunities
- Availability of suitable sites and public facilities
- Commuting patterns
- Type and tenure of housing
- Loss of units in assisted housing developments
- Over-concentration of lower-income households
- Geological and topographical constraints

In 1999, ABAG developed its Regional Housing Needs Determination (RHND) based on forecasts contained in *Projections 2000: Forecasts for the San Francisco Bay Area to the Year 2020*. This document contains population, employment and household forecasts for

communities in the Bay Area, including the City of Campbell, from 2000 through 2020. These growth forecasts are the basis for determining the amount of housing demand. Between 1999 and 2006, the City's assigned RHND assumes that the total number of households will increase steadily for the present Housing Element planning cycle.

Chart 2-28 provides a breakdown of Campbell's share of future regional housing needs by four affordability levels/income categories: very low, low, moderate, and above moderate. As indicated, the City's share of regional housing needs is a total of 777 new units over the 1999-2006 planning period, including 165 units for very low, 77 for low, 214 for moderate, and 321 for above moderate-income households. Through this Housing Element, the City is required to demonstrate the availability of adequate sites to accommodate these projected new units.

Chart 2-28: Campbell's Share of Regional Housing Needs

Income Group	RHND Allocation	Percent of Total RHND Allocation
Very Low	165	21%
Low	77	10%
Moderate	214	28%
Above Moderate	321	41%
Total	777	100%

Source: Association of Bay Area Governments, Regional Housing Needs Determination, November 2000.

3. HOUSING CONSTRAINTS

The provision of adequate and affordable housing opportunities is an important goal of the City. However, there are a variety of factors that can encourage or constrain the development, maintenance, and improvement of the housing stock in Campbell. These include market mechanisms, government codes, and physical and environmental constraints. This section addresses the potential market, governmental, and environmental constraints in Campbell.

A. Market Constraints

Land costs, construction costs, and market financing contribute to the cost of housing reinvestment, and can potentially hinder the production of new affordable housing. Although many constraints are driven by market conditions, jurisdictions have some leverage in instituting policies and programs to addressing the constraints.

1. Development Costs

Construction costs vary widely according to the type of development, with multi-family housing generally less expensive to construct than single family homes. However, there is wide variation within each construction type depending on the size of unit and the number and quality of amenities provided, such as fireplaces, swimming pools, and interior fixtures among others. Land costs may vary depending on whether the site is vacant or has an existing use which must be removed.

Based on discussions with area developers, construction costs for a wood frame single-family home range between \$100 and \$150 per square foot, excluding land cost. For example, a 2,000-square foot home could cost between \$200,000 and \$300,000 to construct. For multi-family projects, construction costs vary from \$100 to \$200 per square foot for wood frame projects. For example, the construction costs for a 1,000-square foot apartment unit could range from \$100,000 to \$200,000.

A reduction in amenities and the quality of building materials (above a minimum acceptability for health, safety, and adequate performance) could result in lower sales prices. In addition, prefabricated factory-built housing may provide for lower priced housing by reducing construction and labor costs. Another factor related to construction costs is the number of units built at one time. As the number increases, overall costs generally decrease as builders can benefit from economies of scale.

Another key component is the price of raw land and any necessary improvements. The diminishing supply of residential land combined with a high demand for such development keeps land cost high in cities across the Bay Area. Based on recent sales information, residential land costs in Campbell are estimated to range from \$30 to \$40 per square foot for a single-family lot and from \$40 to \$65 for a multi-family property. However, the Redevelopment Agency can support the development of affordable housing by writing-down the cost of land on Agency-owned/acquired property in exchange for affordability controls.

2. Mortgage and Rehabilitation Financing

The availability of financing affects a person's ability to purchase or improve a home. Under the Home Mortgage Disclosure Act (HMDA), lending institutions are required to disclose information on the disposition of loan applications by the income, gender, and race of the applicants. This applies to all loan applications for home purchases and improvements, whether financed at market rate or through government assistance.

Chart 3-1 summarizes the disposition of loan applications submitted to financial institutions for home purchase and home improvement loans within the City of Campbell. Included is information on the percentage of loans that are "approved" and "denied" by applicants of different income levels. The status of "other" loans indicate loan applications that were neither approved nor denied, but were not accepted by the applicant, or those applications that were withdrawn by the applicant.

Home Purchase Loans

In 1999, a total of 1,027 households applied for conventional loans to purchase homes in Campbell. Half of the loan applicants were upper-income (120% or more of County median family income or MFI) households. Moderate-income (81 to 120% of MFI) and lower-income (<80% of MFI) households comprised 28% and 17% of loan applicants, respectively.

The overall loan approval rate was 70%. As expected, the approval rates for home purchase loans vary by household income. The approval rate was 74% for lower income households, 86% for moderate-income households and 84% for upper income households. According to the HMDA database, only three applications were submitted for the purchase homes in Campbell through government-assisted loans (e.g. FHA, VA). This is most likely due to the high housing prices in the area.

Home Improvement Loans

A total of 139 Campbell households applied for home improvement loans in 1999. Nearly all of these applications (132) were for conventional loans, with the remaining 7 for government-backed loans. Unlike many jurisdictions, home improvement loans were not more difficult to secure in Campbell than home purchase loans. The overall approval rate for conventional home improvement loans was 74%, slightly above the rate for home purchase loans.

The approval rate for home improvement loans also varies by household income, but not in the same manner. For conventional home improvement loans, the approval rate was actually higher for lower-income households (78%) than for moderate-income (69%) and upper income households (73%).

Chart 3-1: Disposition of Conventional Home Loans

Applicant Income	Home Purchase Loans				Home Improvement Loans			
	Total	Approved	Denied	Other	Total	Approved	Denied	Other
Lower	179	74%	13%	12%	46	78%	17%	4%
Moderate	291	86%	8%	6%	32	69%	28%	3%
Upper	510	84%	7%	9%	49	73%	24%	2%
N.A.	47	72%	9%	19%	5	80%	0%	20%
Total	1,027	70%	9%	21%	132	74%	22%	4%

Source: Home Mortgage Disclosure Act (HMDA) data, 1999

To address potential constraints and expand homeownership and home improvement opportunities, the City of Campbell offers and/or participates in a variety of programs. These include the First Time Homebuyer Program and Mortgage Credit Certificates (MCC) as well as rehabilitation programs for single-family homes and rental properties. Such programs assist lower- and moderate-income residents by increasing access to favorable loan terms to purchase or improve their homes. The Housing Plan provides more detailed information on the type and extent of programs available.

B. Governmental Constraints

Local policies and regulations can impact the price and availability of housing and in particular, the provision of affordable housing. Land use controls, site improvement requirements, fees and exactions, permit processing procedures, and various other issues may present constraints to the maintenance, development and improvement of housing. This section discusses potential governmental constraints in Campbell.

1. Land Use Controls

The Land Use Element of the General Plan sets forth the City's policies for guiding local development. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses within Campbell. As summarized below in Chart 3-2, the Land Use Element provides for six residential land use designations, a mobile home park designation, one commercial designation, and three mixed-use designations that allow for residential uses.

Chart 3-2: Land Use Categories Permitting Residential Use

General Plan Land Use Category	Zoning District(s)	Density (Units per Gross Acre)	Residential Type(s)
Low Density Residential	R-1-10, R-1-16	<3.5	Single-family detached homes on large lots
Low Density Residential	R-1-8, R-1-9	<4.5	Single-family detached homes on large lots
Low Density Residential	R-1-6	<6	Single-family detached homes on average sized lots
Low-Medium Density Residential	R-M, R-D, C-P-D, P-D	6—13	Duplexes, multi-plexes, townhomes, and small lot single-family detached homes when PD designation is used
Medium Density Residential	R-2, C-P-D, P-D	14—20	Townhomes, apartments, condominiums, or multi-plexes
High Density Residential	R-3, C-P-D	21—17	Apartments or condominiums
Mobile Home Park	P-D	6—13	Mobile home parks (greater than 10 acres in size)
Central Commercial	C-3	None specified	Condominiums or apartments on the second and third floors
Low-Medium Density Residential	P-D	6—13	Single-family homes on small lots, townhomes, multi-plexes

or Office			
Medium to High Density Residential/ Commercial	P-D	14—27	Multiple-family housing on the upper floors above office/ commercial uses. Attached townhomes or condominiums in the SOCA specific plan area.
Residential/ Commercial/ Professional Office	P-D	14—27	Multiple-family housing including condominiums or apartments on the upper floors above office or commercial uses.

Source: City of Campbell Public Hearing Draft General Plan, April 2001.

2. Residential Development Standards

The City regulates the type, location, density, and scale of residential development primarily through the Zoning Code. Zoning regulations are designed to protect and promote the health, safety, and general welfare of residents as well as implement the policies of the City's General Plan. The Zoning Code also serves to preserve the character and integrity of existing neighborhoods. The Code sets forth the City's specific residential development standards, which are summarized below in Chart 3-3.

Chart 3-3: Residential Development Standards

Zoning District	Maximum Density (du/ac)	Minimum Net Lot Area (sq.ft.)	Maximum Building Coverage (%)	Maximum Building Height (ft.)
R-1-6	<6.0	6,000	40%	28-35
R-1-8	<4.5	8,000	35%	28-35
R-1-9	<4.5	9,000	35%	28-35
R-1-10	<3.5	10,000	35%	28-35
R-1-16	<3.5	16,000	35%	28-35
R-2	20.0	6,000	40%	35
R-3	27.0	6,000	40%	35
R-M	13.0	6,000	40%	35
R-D	13.0	6,000	40%	35
C-P-D	27.0	N/A	N/A	N/A
P-D	27.0	N/A	N/A	N/A

Source: City of Campbell Planning Division, July 2001.

Parking Requirements

The City's parking requirement for residential districts varies by housing type and anticipated parking needs. The City calculates the parking requirements by unit type, and on per-bedroom basis for multi-family units, as illustrated in Chart 3-4. The City permits carports in lieu of

garages for all housing units, which can serve to reduce development costs. Under the City's density bonus program, projects that provide affordable (below market rate) or senior housing may be eligible for a reduction in the parking requirements. Additionally, the Planning Commission has the authority to adjust the parking requirements for specific projects when they determine that there are circumstances that warrant an adjustment. These circumstances may include proximity to light rail stations, transit corridors, or major employment centers. The Commission may also permit two uses (such as residential and commercial) to jointly occupy the same parking spaces when their parking demands occur at different times. Examples of parking reductions authorized by the Planning Commission include:

- Water Tower Lofts (a 21-unit condominium project): Because this project is located in the Downtown near a future light rail station, the Planning Commission required only two dedicated spaces per unit within a single underground garage where 3.5 spaces per unit would normally be required.
- The Gateway (a 20-unit apartment project): Because the project is located in the Downtown, the Commission required only one non-dedicated parking space (shared with commercial tenants) per unit where two dedicated spaces per unit are normally required.

Chart 3-4: Parking Requirements

Housing Type	Parking Space Requirements per Unit		
	Covered	Uncovered	Total
Single-Family	1	1	2
Duplex	1	1	2
Townhomes/Condominiums			
One-bedroom units	1	2	3
Two or more bedrooms units	1	0.5	3.5
Multiple-Family			
One-bedroom units	1	0.5	1.5
Two or more bedrooms units	1	1	2

Source: City of Campbell Planning Division, July 2001.

The parking requirement for condominiums and townhomes is currently three spaces for one-bedroom units and 3.5 spaces for units with two or more bedrooms, one of which must be covered. This requirement is higher than that for single-family homes (two spaces per unit) because condominium and townhome developments typically do not have private driveways for additional parking nor street frontage that could provide on-street guest parking spaces. The City has also found that the parking needs of condominiums and townhomes are greater than those for apartments or other multiple-family uses because townhomes or condominiums are usually larger in size. Owners of condominiums or townhomes are also typically more likely to have secondary vehicles (recreational). Consequently, condominiums commonly have more drivers per household than apartments.

In the past, developers have not had problems meeting the City's parking requirement for condominiums and townhomes. The City does not have a maximum floor area ratio (FAR) or lot coverage requirements for condominium and townhome projects so the size and number of units is not compromised in order to meet the parking requirement. Also, the cost of constructing the parking spaces is minor and has not been an economic burden to developers.

Flexibility in Development Standards

The City offers various mechanisms to provide relief from development standards that are typically required of all residential projects under the Zoning Code. These mechanisms include mixed-use development provisions and the density bonus program.

Mixed-Use Development: Within the City of Campbell, there are several areas where a mix of uses is encouraged. Adding residential development along some of Campbell's commercial corridors will create activity along the street, provide a variety of housing types near work and shopping, and enhance public safety. This strategy ensures safer, more viable commercial areas with the mixed-use residents helping to ensure the viability of the commercial uses. Also, mixed-use development will be located next to sidewalks or landscape setback areas adjacent to the public street to enhance visibility, pedestrian access and interaction with the commercial uses. The maximum FARs are contained in specific land use policies within each Area or Specific Plan. Residential densities are not counted against the allowable FAR. The maximum residential density is 27 units per acre in mixed-use areas.

Density Bonus: In compliance with State law, the City offers density bonuses and regulatory incentives/ concessions to developers of affordable and/or senior housing in all residential zones. The City's density bonus program was added to the Zoning Ordinance in 1991. Under the Ordinance, a residential project of five or more units is eligible for a density bonus of 25% and an additional regulatory concession if at least: (1) 10% of the units are reserved for very low-income households; (2) 20% of the units are for low-income households; or (3) 50% of the units are for senior residents. The additional incentive includes either a reduction in development standards contained in the Zoning Code or other concessions that will result in identifiable cost reductions. These concessions include reductions of parking requirements, open space requirements, setback requirements, park dedication fees and application or construction permit fees. In addition, the City or Redevelopment Agency may grant direct financial assistance to support an affordable and/or senior housing development.

3. Provisions for a Variety of Housing

Housing element law specifies that jurisdictions must identify adequate sites to be made available through appropriate zoning and development standards to encourage the development of various types of housing for all economic segments of the population. This includes single-family homes, multi-family housing, factory-built housing, mobile homes, emergency shelters and transitional housing among others. Chart 3-5 below summarizes housing types permitted within residential and commercial zones.

Chart 3-5: Housing Types Permitted by Zone

<i>Housing Types Permitted</i>	R-1	R-2	R-3	R-D	R-M	P-D	C-PD	C-3
Residential Uses								
Small Lot Single-Family (<6,000 sq.ft. lots)	Y	Y	Y	Y	Y	Y		
Conventional Single-Family (>6,000 sq.ft. lots)	Y	Y	Y	Y	Y	Y		
Planned Unit Developments						Y		
Duplexes (2 attached units)		Y	Y	Y	Y			
Second Units	c	c	c	c	c	Y		
Condominiums							Y	c
Mobile Home Parks (sites 10 acres or larger)						Y		
Multiple-Family Residential Units (e.g. apartments)			Y		Y	Y		c
Townhouses						Y		
Special Needs Housing								
Residential Care Facility (6 or less persons)	Y	Y	Y	Y	Y	Y		
Residential Care Facility (7 or more persons)	c	c	c	c	c	c	c	c
Convalescent Hospital	c	c	c	c	c	c	c	c
Philanthropic Residential Facility ⁵	c	c	c	c	c	c	c	c
Correctional Residential Facility	c	c	c	c	c	c	c	c
Boarding or Lodging House			c					
On-Site Living Facility*	c	c	c	c	c	c	c	c

Y = Permitted c = Conditionally Permitted

* In conjunction with an approved conforming use for security and/or 24-hour service.

Source: City of Campbell Zoning Code, July 2001.

Besides single family housing opportunities, the City provides for the following housing types that are available for all economic segments of the community as well as more vulnerable members of the community, including those earning lower income, seniors, students, and the homeless, among others. These include multi-family units, secondary dwelling units, mobile homes, and other more affordable housing opportunities.

Multi-Family Rental Housing: Multi-Family housing makes up approximately 45% of the housing stock in Campbell. The City's Zoning Code provides for multiple family developments in

⁵ Philanthropic residential facilities include temporary or permanent homeless shelters and transitional housing facilities.

the R-2, R-3, R-M and PD zoning districts. The maximum residential density is 27 dwelling units per acre. A density bonus of up to 25% is allowed for senior or affordable units. The General Plan also provides for high density residential on designated commercial corridors surrounding planned VTA Light Rail Stations.

Secondary Dwelling Units: One way to provide additional living units is to consider expanding the number of sites that could accommodate a secondary living unit. The purpose of permitting additional living units in the single-family district is to allow more efficient use of the city's existing housing stock and infrastructure to provide the opportunity for the development of small rental housing units designed to meet the special housing needs of individuals and families, while preserving the integrity of single-family neighborhoods.

State law allows individual cities to designate areas where second units may be permitted. The designation of areas may be based on criteria, which may include, but are not limited to, the adequacy of water and sewer services and the impact of second units on traffic flow. The State bars zoning standards (e.g. unit size, parking, fees and other requirements) that are arbitrary, excessive, or burdensome so as to unreasonably restrict the ability of homeowners to create second units in zones in which they are authorized by local ordinance. The City's Zoning Code includes the following criteria for secondary dwelling units:

- Allowed only in single-family residential (R-1) zoning districts on parcels with a net lot area of 12,000 square feet or more;
- A conditional use permit is required;
- Must meet all of the applicable development standards of the zoning district (for example, setbacks, lot coverage, Floor Area Ratio and parking);
- Required to be designed so that the appearance of the property remains that of a single-family residence (for example, the entrances to secondary dwelling units must not be visible from the street);
- A deed restriction is required that stipulates that only one of the two units on the property may be rented at any one time; and
- Restricted to a maximum of 640 square feet and one bedroom.

There is no size or number of bedroom restrictions for secondary units on parcels that have a minimum lot area of 250% of the minimum required for the district in which it is located (for example, a 15,000 net square foot lot in an R-1-6 Zoning District). Between 1994 and 2001 (June), a total of 15 secondary dwelling units were approved in Campbell.

As a means of better facilitating second units on infill lots, the Housing Element Update establishes a program to reduce the minimum lot size requirement to 10,000 square feet. Based on this lower threshold, approximately 1,000 additional single-family parcels will become eligible for second unit development.

Mobile Homes: Less than 2% of Campbell's housing stock consists of mobile home units. Mobile home parks are permitted in the P-D zoning district on parcels that have a General Plan land use designation of Mobile Home Park. Mobile homes used as residences, other than those located within an authorized mobile home park, are prohibited in all residential zones. There

are currently two mobile home parks in Campbell: Paseo de Palomas (106 units) and Timbercove Mobile Home Park (137 units). Paseo de Palomas is restricted to residents over 55 years old.

Small and Large Residential Care Facilities: Residential care facilities for six or fewer persons licensed by the State are permitted in all of the residential zoning districts. Residential care facilities for more than six persons are conditionally permitted in all zoning districts.

Transitional Housing and Emergency Shelters: The City does not have any permanent transitional housing or emergency shelters. The nearest shelters are in the City of San Jose. The City contributes funds to four shelter programs through the Community Development Block Grant (CDBG) program.

Under Section 21.72.120: Additional Uses Permitted of Campbell's Municipal Code, "Philanthropic, correctional, residential care or day care home for more than six residents" are allowed in any zoning district subject to approval of a conditional use permit (CUP). The City has defined this category to include temporary or permanent homeless shelters and transitional shelters. To approve the CUP the Planning Commission must find that the use is essential or desirable to the public convenience or welfare, and is in harmony with the various elements or objectives of the city's General Plan. In 1995, the Planning Commission approved a CUP to allow the First United Methodist Church at 1675 S. Winchester Boulevard to use one building of the church as a rotating homeless shelter for up to fifteen working single males each February. The Commission further approved a waiver of the CUP filing fees.

In order to better facilitate and encourage the provision of emergency shelters and transitional housing, the City will re-evaluate how these uses are accommodated through zoning. In particular, the City will amend the Zoning Code to specify appropriate conditions for such uses related to use compatibility (such as hours of operation, parking, etc.), and ensure conditions do not constrain the creation of shelters.

4. Development Permit Procedures

The processing time needed to obtain development permits and required approvals varies depending on the scope of the project. Smaller projects typically require less time, and larger projects more time. The City strives to keep its permit procedures streamlined and processing times minimal. The Planning Division is the lead agency in processing residential development applications and coordinates the processing of those applications with other City departments such as the Public Works Department, Building Division, and the Redevelopment Agency.

Campbell's development process can be summarized in the following seven steps. All of these steps may not be necessary depending on the nature of a project.

Preliminary Application: The preliminary application process is offered at no cost to applicants. The submitted plans are routed to all the applicable departments of the Development Review Committee for review and comment. The Development Review Committee consists of representatives from City Departments and the County Fire Department. Approximately three weeks after the application is submitted, the applicant is invited to meet with staff from the various departments to go over the comments, discuss any particular concerns, and explain any special requirements of the projects. This process can potentially

save developers time and money by addressing potential concerns at an early stage thereby avoiding delays later.

Application Submittal: The planning application submittal process is when a developer submits a development application, required fees, and application materials.

Plan Review: After the application is received, it is routed through the Development Review Committee. A planner is assigned to serve as the developer's liaison helping to expedite the permit process and coordinating the department reviews. Individual departments assess the completeness of the application and prepare preliminary Conditions of Approval. A review of the environmental issues associated with the proposed project (as required by the California Environmental Quality Act) will also be completed at this time.

Planning Commission/ City Council Approval: If a project is determined to require discretionary action, it will be scheduled for the Site and Architectural Review Committee (if necessary) and Planning Commission meetings. Public Notice will be provided and all property owners within 300 feet of the project site will be notified by mail. In some instances (for example, Planned Development Permits), the project will require City Council approval. After projects receive approval by the Planning Commission there is a ten-day appeal period during which the project may be appealed to the City Council. The City Council decision is final.

Plan Check: After the project receives any required approvals, the full plans may be submitted to the building division for plan check for building permits. The plans will be routed to the City's Public Works Department and Planning Division. The project planner will review the plans for conformance with the Zoning Code, any required Conditions of Approval, and with the plans approved by the Planning Commission or City Council. The building division will verify that all building, fire, mechanical, plumbing and electrical code requirements are fulfilled in compliance with the Uniform Building Code and other State requirements.

Building Permit: After the project plans receive approval from the relevant departments, the building division issues a building permit. Construction can begin after this point. Regular inspections are required throughout the construction process. The final inspection requires clearance from all relevant City departments and the County Fire Department.

Occupancy Permit: Once the final inspection is complete, the developer needs to secure an occupancy permit. If park impact fees are required, the remaining balance must be paid at this time. Buildings or structures cannot be used or occupied until the Building Official has issued a certificate of occupancy.

The chart below shows the average processing time for typical residential development applications.

Chart 3-6: Average Time Frames for Development Applications

Application Type	Frequency of Hearings	Average Processing Time
General Plan Amendment	4 times per year	3-4 months
Zone Change	2 times per month	3-4 months
Planned Development Permit	2 times per month	5-6 months
Tentative Subdivision Map	2 times per month	2-3 months
Tentative Parcel Map	Hearing not usually required	2-3 months
Conditional Use Permit	2 times per month	2-3 months
Site and Architectural Review Permit	2 times per month	3-4 months

* Note: Processing times shown are averages and should not be used to assume that a specific project will be processed within this time period.

Source: City of Campbell Planning Division, July 2001.

5. Fees and Exactions

The City of Campbell collects various fees from developments to cover the costs of processing permits and providing the necessary services and infrastructure related to new development projects. Fees levied by the City are comparable to those charged in surrounding communities and thus not considered a constraint to housing development. Chart 3-7 summarizes the planning and development fees collected by the City.

Chart 3-7: Planning and Development Fees

Type of Fee	Fee	Fees (\$)
Planning Division	<i>Parcels 1 to 5 acres</i>	
	General Plan Amendment*	\$5,030
	Zone Change*	\$5,030
	Planned Development Permit*	\$5,030
	EIR Review*	\$5,030
	<i>Parcels less than 1 acre</i>	
	Zone Change	\$3,650
	Planned Development Permit	\$3,650
	EIR Review	\$3,650
	<i>Other Fees</i>	
	Tentative Subdivision Map (5+ lots)	\$3,650
	Tentative Parcel Map: 4 lots or less	\$2,440
	Site and Architectural: >10,000 sq.ft.	\$2,440
	Site and Architectural: <10,000 sq.ft.	\$1,760
	Site and Architectural: Single-Family	\$136
Building Division	Building Permit	1.66% of sq.ft. cost
	Electrical, Plumbing, Mechanical	\$0.029/sq.ft.
	Plan Check Fee	33% of Building Permit Fee
	Seismic Fee: Residential	.0001 of Valuation
	Seismic Fee: Others	.00021 of Valuation
Park Fees	Dedication <6 units per acre	\$10,990/unit
	Dedication 6-13 units per acre	\$7,035/unit

Chart 3-7: Planning and Development Fees

Type of Fee	Fee	Fees (\$)
	14-20 units per acre	\$6,615/unit
	21-27 units per acre	\$5,635/unit
Fire Department Review	Site and Architectural Approval	\$58.25
	Project Plan Review	\$174.75
	Subdivisions	\$116.75 + \$10/lot

* \$6,045 for parcels 5+ acres.

Source: City of Campbell Planning Division, July 2001.

Chart 3-8 provides an example of actual fees levied on the two recently completed Habitat for Humanity homes.

Chart 3-8: City and Non-City Fees for Two Single-family Residences

Type of Fee	Fee	Per Unit Cost ¹	Total Cost
Planning	Planned Development Application Fee	\$3,650 ²	\$3,650
	Park Impact Fee	\$7,035	\$14,070
Public Works	Tentative Parcel Map	\$2,150 ²	\$2,150
	Final Parcel Map	\$1,110 ²	\$1,110
	Encroachment Permit	\$500 ²	\$500
	Storm Drain Area Fee	\$180	\$360
Building	Building Permit	\$2,005	\$4,010
	Plan Check Fee	\$662	\$1,323
	Electrical, Plumbing, Mechanical	\$40	\$80
Non-City Agencies	School District	\$2,640	\$5,280
	Sewer Connection	\$1,300	\$2,600
Total		\$21,272	\$35,133

¹ Fees are from the date the project was processed, and may not represent current fees.

² Fees are the same for one or two units. However, if the land was already subdivided, the subdivision fees would not apply.

Source: City of Campbell Planning Division, July 2001.

6. Building Codes and their Enforcement

The City of Campbell has adopted the Uniform Building Code, which establishes standards and requires inspections at various stages of construction to ensure code compliance. The City's building code also requires new residential construction to comply with the federal American with Disabilities Act (ADA), which specifies a minimum percentage of dwelling units in new developments that must be fully accessible to the physically disabled. Although these standards and the time required for inspections increase housing production costs and may impact the viability of rehabilitation of older properties which are required to be brought up to

current code standards, the intent of the codes is to provide structurally sound, safe, and energy-efficient housing.

The City administers a Code Enforcement Program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourage property owners to seek assistance through the rehabilitation assistance programs offered by the City.

C. Environmental Constraints

Environmental constraints and hazards affect, in varying degrees, existing and future residential developments in Campbell. Discussed below are the major environmental hazards in the City. (More detailed discussion of environmental safety issues is provided in the Health and Safety Element of the General Plan.)

Geologic and Seismic Hazards: Campbell is subject to the effects of earthquakes due to its location at the tectonic boundary between the Pacific and North American Plates. The movement of these plates leads to the accumulation of strain energy in the crustal rocks of the Bay Area. The release of strain energy by the sudden movement of a fault creates earthquakes. Several active faults in the Bay Area region create a high likelihood of future seismic events affecting Campbell. In particular, the San Andreas Fault, the Hayward-Rodgers Creek Fault and the Calaveras Fault pose the greatest earthquake threat because they have high quake odds and run through the Santa Clara Valley region's urban core.

Within Campbell, earthquake damage to structures can be caused by ground rupture, near-field effects, liquefaction and ground shaking. Damage associated with ground rupture is normally confined to roads, buildings and utilities within a narrow band along a fault. The primary earthquake hazards are ground shaking (acceleration of surface material) and liquefaction (sudden loss of soil strength due to the upward migration of groundwater as a result of ground shaking). Liquefaction in Campbell is most likely to occur in areas with fine-grained alluvial soils. Unreinforced masonry buildings are extremely susceptible to ground shaking. The 1989 City Unreinforced Masonry Ordinance identified ten potentially hazardous buildings identified in the City. All of these buildings are non-residential structures.

Fire Hazards: Campbell may be affected by brush and structural fires that can threaten life and property. Brush fires may occur due to natural or human causes on vacant lots where accumulation of weeds has increased the fuel load. Structure fires are most likely in buildings constructed prior to the advent of modern building codes, which comprise an increasingly smaller share of fire activity in Campbell. Most new buildings are equipped with fire protection features such as alarm systems and sprinklers.

Flood Hazards: A flood is a temporary increase in water flow that overtops the banks of a river, stream, or drainage channel to inundate adjacent areas not normally covered by water. Only a

very small portion of Campbell is subject to flooding, according to maps issued by the Federal Emergency Management Agency (FEMA).

Although natural factors such as overgrown brush and trees in creek channels can obstruct water flow and increase flood damage, development poses the highest potential to increase the magnitude and frequency of flooding. Campbell is primarily a suburban community with few undeveloped areas where storm water can percolate into the ground. Additional paving will further reduce infiltration and increase surface runoff.

Localized flooding may also occur in low spots or where infrastructure is unable to accommodate peak flows during a storm event. In most cases, localized flooding dissipates quickly after heavy rain ceases. Many streets in the San Tomas neighborhood annexed into the City in the 1970s, have a rural character with no curb, gutter or paving, which precludes installation of storm drain facilities. Although some nuisance flooding results, the City anticipates preserving the rural character of the area.

4. HOUSING ACCOMPLISHMENTS

In order to develop an effective housing strategy for the 2001 to 2006 planning period, the City must assess the achievements of the existing housing programs. This assessment allows the City to determine the effectiveness and continued appropriateness of the existing programs and make necessary adjustments for the next five years.

A. Evaluation of Accomplishments under Adopted Housing Element

Under State Housing Element law, communities are required to assess the achievements under their adopted housing programs as part of the five-year update to their housing elements. These results should be quantified where possible (e.g. the number of units that were rehabilitated), but may be qualitative where necessary (e.g. mitigation of governmental constraints). The results should then be compared with what was projected or planned in the earlier element. Where significant shortfalls exist between what was planned and what was achieved, the reasons for such differences must be discussed.

Campbell's last Housing Element was adopted in 1992, and sets forth a series of housing programs with related objectives under each of the following policies:

- ◆ *Policy A:* Plan for the addition of new units to the housing stock through the provision of adequate land zoned for appropriate residential densities.
- ◆ *Policy B:* Encourage housing units affordable to a variety of household income levels.
- ◆ *Policy C:* Conserve existing affordable housing opportunities.
- ◆ *Policy D:* Provide decent, safe and sanitary housing through rehabilitation and replacement housing programs.
- ◆ *Policy E:* Promote cooperative efforts between public and private sectors in the provision of housing opportunities.
- ◆ *Policy F:* Assist in the provision of equal housing opportunities for all households regardless of race, age, sex, marital status, ethnic background or other arbitrary factors.

This section reviews the progress in implementing the housing programs since 1992, and their continued appropriateness for the 2001-2006 Housing Element. Chart 4-1 summarizes the City's housing accomplishments since 1992.

Chart 4-1: Housing Accomplishments since 1990

Housing Program	Program Action/Objective	Accomplishment/ Continued Appropriateness
Policy A: Plan for the addition of new units to the housing stock through the provision of adequate land zoned for appropriate residential densities.		
Program #1 New Construction	Continue to monitor the availability of vacant sites suitable for residential development and maintain an inventory of the sites. Evaluate potential residential uses in the "South of Campbell Avenue" (SOCA) area plan and revise General Plan as needed. Promote mixed use in the "North of Campbell Avenue" (NOCA) and the downtown areas. Evaluate opportunities for mixed use in other areas.	As part of the 2001 Housing Element update, the City prepared an analysis to determine the amount of vacant and underutilized sites available for future housing development. This analysis further identifies opportunity areas for mixed-use development. The City currently allows residential uses in the SOCA area and is proposing to prohibit industrial uses in the Gilman/Dillon area to allow additional opportunities for residential development. As part of its current General Plan Update, the City has proposed re-designation of commercial properties near transit stations and major commercial corridors to mixed-use areas.
Program #2 Second Unit Program	Continue to allow second units in single-family residential (R-1) zoning districts; 5 second units to be added between 1991-1995.	The City continues to permit second units in single-family districts. A total of 15 secondary dwelling units were approved between 1994 and 2001 (June).
Policy B: Encourage housing units affordable to a variety of household income levels.		
Program #3 Sharmon Palms Neighborhood	Provide financial assistance for the acquisition and/or rehabilitation of residential units, including rental units for 12 very low-income households, 6 for low-income households, and 6 for moderate-income households.	The City assisted Mid-Peninsula Housing Coalition in acquiring and rehabilitating 15 units in the Sharmon Palms neighborhood.
Program #4 15% Affordability Requirement	Continue to require that 15% of all new units in the redevelopment area be affordable to lower and moderate-income households. Specific objectives are: ✓ 21 units for very low-income households ✓ 16 units for low-income households ✓ 16 units for moderate-income households.	The City continues to require that 15% of all new units in the redevelopment area be affordable to lower- and moderate-income households. Since 1992, projects in the redevelopment area have provided: ✓ 70 units for very low-income households ✓ 6 units for low-income households ✓ 4 units for moderate-income households.
Program #4 15% Affordability Requirement		
Program #5 20% Set Aside Funds	Support affordable housing development using 20% housing set-aside funds. Specific objectives are:	The Campbell Redevelopment Agency has provided: ✓ 100 very low/low-income

Chart 4-1: Housing Accomplishments since 1990

Housing Program	Program Action/Objective	Accomplishment/ Continued Appropriateness
	✓ 1990: 38 units for very low-income households and 39 units for lower-income households ✓ 1991-1995: 50-75 units for very low-income households, 25-37 units for low-income households, and 25-37 units for moderate-income households	- rental units at San Tomas Gardens ✓ 60 very low-income rental units on Hamilton Avenue ✓ 2 very low-income Habitat for Humanity ownership single-family units ✓ 1 residence for 6 seniors to share.
Program #6 Shared Housing	Encourage the provision of shared housing opportunities in Campbell. Specific objectives are: ✓ Assist 50 very low and 50 low-income single parent households through Catholic Social Services. ✓ Assist 50 very low and 50 low elderly households through Project March.	The City continues to encourage the provision of shared housing opportunities in Campbell. Since 1997, a total of 140 elderly households have been assisted through Catholic Social Services (80 households) and Project Match (60 households).
Program #7 Mortgage Credit Certificate	Assist 100 moderate-income households.	Between 1992 and 1998, the City assisted 132 households through the MCC program. An additional 45 households have been assisted since 1999. This has been a popular program and will be continued.
Program #8 Density Bonus	Facilitate the development of 33-66 low-income units.	The density bonus program was added to the Zoning Ordinance in 1991, but to date no developers have taken advantage of the provisions. The City has, however, facilitated the development of new affordable units through direct financial assistance and/ or regulatory concessions.
Policy C: Conserve Existing Affordable Housing		
Program #9 Mobile Home Parks	Support mobile home park residents in any effort to convert Timber Cove mobile home park to a cooperative ownership structure. Require a Replacement Housing and Relocation Plan should either of the two existing parks be converted to a use other than mobile home park or low-income housing. Conserve 203 mobile home opportunities.	The City has in place the Mobile Home Park land use designation that was created to discourage the conversion functioning mobile home parks to other uses. The Timber Cove mobile home park remains in private ownership. Current park owners have not expressed an interest in selling the park to enable cooperative ownership by occupants.
Program #10 Section 8 Subsidies	Increase the number of households assisted through the Section 8 rental subsidy program.	Between 1990 and 2001, the number of Campbell households participating in the Section 8 program increased from 200 to 234 households. The number of households on the waiting list also

Chart 4-1: Housing Accomplishments since 1990

Housing Program	Program Action/Objective	Accomplishment/ Continued Appropriateness
		grew, from 174 in 1990 to 391 in 2001, reflecting the continued need for this program.
Program #11 Condominium Conversion	Conserve existing rental housing opportunities through the Condominium Conversion Ordinance.	The City continues to enforce the Condominium Conversion Ordinance.
Program #12 Preservation of Existing Affordable Housing	Preserve 100 affordable units in San Tomas Garden Apartments.	The City participated in the preservation of the 100 units in San Tomas Garden Apartments using redevelopment set-aside funds. The affordability terms on the units have been extended to the year 2036.
Policy D: Provide decent, safe and sanitary housing through rehabilitation and replacement housing programs.		
Program #13 Housing Rehabilitation	Continue to provide assistance to property owners to rehabilitate their housing units. ✓ Homeowner Rehabilitation: 25 very low-income units and 25 low-income units ✓ Rental Rehabilitation: 25-50 very low – income units and 25-50 low-income units.	The City continues to provide assistance to property owners to rehabilitate their housing units. Between 1992 and 1998, the City assisted the rehabilitation of 70 units. In addition, 20 units were rehabilitated with City assistance between 1999 and 2001 (June).
Program #14 Replacement Housing	Conduct an inventory of units that are substandard and not suited for rehabilitation. Evaluate the need for a Replacement Housing Program.	Due to staff and budget constraints, the City has not conducted an inventory of units that are substandard and not suited for rehabilitation. However, the City is aware of neighborhoods with rehabilitation needs and will continue to offer rehabilitation assistance to residents.
Policy E: Promote cooperative efforts between public and private sectors in the provision of housing opportunities.		
Program #15 Developer Assistance	Consider the following types of actions in order to assist developers: ✓ Fast processing of permit and development applications. ✓ Assistance with securing federal or state housing financing program opportunities. ✓ Technical assistance in creative parking and site improvements for mixed use developments, such as shared parking arrangements. ✓ Assistance from the Redevelopment Agency in land acquisition, off-site improvements, financing resources and other actions as appropriate and necessary.	To facilitate affordable housing development, the City offers a variety of assistance, including direct financial assistance, land write-down, regulatory concessions (such as parking reductions), and technical assistance. The City will continue to offer assistance to developers, with a focus on those proposing affordable housing or mixed-use development.

Chart 4-1: Housing Accomplishments since 1990

Housing Program	Program Action/Objective	Accomplishment/ Continued Appropriateness
Program #16 Energy Conservation	Continue to encourage energy conservation techniques in the construction or rehabilitation of residential units. Continue to enforce Title 24 regulations pertaining to residential development.	The City continues to encourage energy conservation techniques in the construction or rehabilitation of housing. The City continues to enforce Title 24 regulations. The City is in the process of developing new energy policies and participating in regional dialogues on energy conservation.
Policy F: Assist in the provision of equal housing opportunities for all households regardless of race, age, sex, marital status, ethnic background or other arbitrary factors.		
Program #17 Fair Housing and Information	Continue to support program programs that provide fair housing information and referral to Campbell households. Sponsor the "Rental Increase Dispute Fact Finding Committee," which assists local landlords and tenants in resolving rental increase disputes.	The City continues to administer the Rent Mediation Program and the Rental Increase Dispute Resolution Ordinance. The City contracts with Project Sentinel to offer rent mediation and fair housing services. Project Sentinel recorded four cases of housing discrimination in Campbell between 1998 and 1999. Countywide, 40 cases were recorded.
Program #18 Homeless Facilities	Review Zoning Ordinance and Conditional Use Permit Procedures regarding homeless Facilities.	To meet the needs of the homeless, the City contributes CDBG funds to four shelter programs in the San Jose area. In 1995, the Planning Commission approved a Conditional Use Permit to allow the First United Methodist Church (1675 S. Winchester Boulevard) to use one building of the church as a rotating homeless shelter for up to 15 persons each February. This shelter houses working single males.
Program #19 Family Housing	Revise 1990 Census data to determine the need for family-size housing units. Revise pre-application process to include an analysis of larger unit feasibility.	As part of the 2001 Housing Element update, the City prepared an updated housing needs assessment using 2000 Census data.

Sources: Community Development Department, City of Campbell 2001;
Housing Element, City of Campbell, 1992.

B. Comparison of the 1988-1995 RHND with Units Built during 1988-1998

Campbell's allocated share of regional housing needs (RHND) was a total of 1,932 new units over the 1988-1995 period. This allocation was comprised of 406 very low, 309 low, 425 moderate and 792 above moderate-income units. While it originally covered the 1988 to 1995 planning period, the RHND was extended through December 1998 based on direction from the State Department of Housing and Community Development to reflect the revised housing

element cycle. Housing developed as of January 1999 is applied to the City's future RHND for the 1999-2006 period.

Between 1988 and 1998, a total of 451 units were built in Campbell. Given past housing sales and rent levels, specific information about the larger projects completed, and information on subsidized developments, these units can be assigned to the four income categories as follows: 70 very low, 8 low, 189 moderate, and 184 above moderate-income units. All 70 units for very low-income households were provided in the Canyon Creek (now Avalon Bay) project developed in the SOCA (South of Campbell Avenue) area. Chart 4-2 compares the City's allocated share of the 1988-1995 RHND with units constructed between 1988 and 1998.

The significant shortfall in overall housing production (1,481 units) in contrast to the RHND is the result of both land scarcity in Campbell and the economic recession that impacted most of California in the early to mid 1990s. The RHND was developed prior to the recession and assumed that the economic prosperity experienced in the late 1980s would continue in the 1990s. In actuality, residential construction activities were significantly lower than the levels projected by ABAG throughout the region. While Campbell fell short in total housing production, the City supported a much higher proportion of moderate-income units (42%) than that specified by the RHND (22%).

Chart 4-2: 1988-1995 RHND versus Units Constructed during 1988-1998

Income/Affordability Category	Regional Housing Needs (RHND)	Number of New Units Constructed	Difference
Very Low	406 (21%)	70 (16%)	336
Low	309 (16%)	8 (2%)	301
Moderate	425 (22%)	189 (42%)	236
Above Moderate	792 (41%)	184 (41%)	608
Total	1,932 (100%)	451 (100%)	1,481

Sources: Community Development Department, City of Campbell, 2001.

Housing Element, City of Campbell General Plan, 1992.

In allocating the City a RHND allocation of 777 new units during the 1999-2006 period, ABAG recognizes Campbell as a balanced community with the number of jobs and housing units in balance. In addition, the General Plan significantly expands areas for housing by designating major commercial corridors and areas near planned VTA Light Rail stations for mixed-use development.

Appendix C2: Summary of Public Comments

CAMPBELL HOUSING ELEMENT WORKSHOP

JUNE 27, 2001

PUBLIC COMMENTS

1. Senior needs
 - Assisted living
 - Independent living
 - Affordable housing in small group home setting
 - Places that take 551
2. Older neighborhoods - maintain character concern about high density at light rail stations incompatible uses.
3. Promote infill projects
 - Provide second unit options - reduce 12,000 square foot min. lot size requirement
4.
 - Second units outside Redevelopment Area
 - Compatibility issue with single family neighborhoods
 - Housing needs for senior, public workers (teachers, police, fire, etc.)
5. Affordable housing for police officers
 - First-time homebuyers
 - Buying fix-up units
6. Inadequate Upkeep of units - landlords not maintaining units
 - Low vacancy rates provide disincentive for maintenance more pro-active
 - Need code enforcement
7. Impressed with City's proactive approach to affordable housing
 - Important to maintain Campbell's small town neighborhood character
 - Significant pressure to meet the RHND
 - Light rail - under pressure to density to 44 du/ac
 - Looking for opportunities to redevelop sites with housing
 - Second units - important to resolve policy issues.
 - Excellent idea to reserve 2nd units for seniors.

Campbell General Plan

8. Like the variety of interesting options City is evaluating to add needed housing units.
9. Need variety of affordable housing options.
10. - Campbell has done great things regarding affordable housing
 - Housing condition is a major concern
 - Need people to offer housing for sharing
 - Great need for shared housing for single-mothers with children
11. City worker - struggling with housing cost
 - Affordable housing units in adjacent community too small for large families
 - Developers meeting only minimum requirements. Affordable units need to be of adequate size and quality.
 - Tax allocation property - still facing rent increases
12. Habitat for Humanity
 - Building 4 homes in City for families
 - Criteria for Habitat House: live & work in City
 - Living in substandard or overcrowding condition
 - Steady income but meet income limit
 - Provide 500 homes as sweat equity
13. Long-term resident
 - Good school system (want to stay)
 - Landlord increases rent yearly (last year 10.5% increase)
 - Rent control or ways to take to landlord re: rent increases
 - Lack of parks for kids
 - Maintenance issues - fear of eviction if complain to landlord
14. Large business to pay housing fee?
(“Commercial impact fee”)
15. - Affordable housing for teachers
 - School District can't retain or recruit teachers
 - Christmas in April rehab homes for seniors & disabled - difficult to participate in Christmas in April program
 - Want to see more community-based options.

What is City' s approach addressing needs?

- Strong commitment to clean up neighborhoods
- Opportunities for mixed use
- Vision for Winchester mixed use
- Hamilton
 - Opportunities to encourage property owners to consolidate lot for redevelopment
- Downtown rail station
- Eliminate industrial
- Provide housing
- Winchester light rail
 - mixed use (theater/retail/housing)

16. R-1 zoning to allow second units

- Conditional Use Permit - can you restrict age of occupants? How long does the CUP take?

17. Must set guidelines for second units to maintain character quality of neighborhood

- Creative options needed such as 2nd floor above garage

Appendix C3: Article from The Campbell Reporter

CITY RESIDENTS ARE CONCERNED ABOUT THE HIGH COST OF HOUSING IN THE VALLEY

CAMPBELL HOLDS PUBLIC WORKSHOP TO GET MORE CITIZENS' INPUT ON THE AREA'S HOUSING CRISIS

JULY 4, 2001

By Erin Mayes

The median price of a single-family, three-bedroom home in Campbell is \$495,000. The median price of a multi-family home with two bedrooms is \$345,000.

High housing costs were the primary concern of many community members who attended a June 27 public workshop at the Campbell Community Center to discuss housing issues. "The magnitude of the need in the Bay Area is just blowing my mind," said Karen Warner, a representative with Cotton Bridges Associates, a firm preparing the housing element for Campbell's General Plan update.

The housing element identifies existing and projected housing needs, which Warner said are "tremendous" in Campbell. The city needs more housing, especially more affordable housing, she said.

State mandates require the city to build 777 new units by 2006. Since 1999, 212 new units have been built, a 2.5 percent increase in housing since 1990. In the same time period, the population has grown 5.8 percent, with a 14 percent increase in families.

Overall, 2.2 percent of housing is available to buy and rent. About 48 percent of Campbell homes are owned, which is lower than the county average of 60 percent. Fifty-two percent of the residents are renters.

Three of the units that have been built since 1999 are designated for very low-income tenants--households that earn \$44,000 per year or less. Nineteen of the homes built during the period have been designated for low-income tenants and 79 are for households with moderate incomes, which, in this area, is \$105,000 per year. Most of the homes that have been built--111--are for households that earn above the median income.

Community Development Director Sharon Fierro said it's outrageous that a family of four must earn more than \$100,000 per year just to rent a home in Campbell. The majority of renters--75 percent--who do not belong to median income households are in overcrowded conditions. Warner said this is particularly a problem in the San Tomas Expressway area.

Another problem is overpaying. About 42 percent of renters and 29 percent of owners are overpaying for housing, Warner said. Seniors appear to be getting the rawest deal, as 70 percent of them overpay for housing in Campbell.

Seventeen percent of the households in Campbell belong to seniors, and nearly half of them live alone.

Ten percent of the households in Campbell are female-headed, and about half of those have children. Warner said 17 percent of them live in poverty.

Campbell Housing Coordinator Sharon Teeter discussed some current housing programs designed to assist low-income households.

The city has mandated that 15 percent of the units in all new developments must be sold below market value, thus allowing access to lower-income households.

Teeter said that Catholic Charities has a one-time rental assistance program and a shared-housing program for singles and single parents.

Project Match, a local non-profit organization, has a shared housing program for seniors.

This program has allowed five seniors to share a home in Campbell at a cost of less than \$350 a month each. Rent, utilities, phone and cable are all included in their rent. The seniors have lived in the home, near Hacienda Avenue, as housemates since 1993.

The agency owns the home, which was purchased with subsidies from the City of Campbell and the County of Santa Clara.

Project Match provides property management and social services for the residents of the house. Besides the house in Campbell, the agency manages seven other homes as part of its Senior Group Residence program started in 1989 in response to an alarming incidence of depression and suicide among seniors who live alone.

The program is designed to help seniors share their homes and their lives with each other. The residents are completely independent. There are a total of 32 bedrooms available in the homes. The average age of residents is 72 years. The average monthly rent, including utilities, is \$378, and the average monthly income of residents is \$1,175. To assist seniors, the program provides ongoing case management.

Fierro said the planning department is researching secondary living units, often called "granny" units. The city does not allow residents to construct these units, which may be a maximum of 640 square feet, unless they live on a 12,000-square-foot lot.

The city may decide to lower that requirement to 8,000 or 10,000 square feet, Fierro said. The average lot in Campbell is 6,000 square feet.

After a quick presentation, Warner passed a microphone to audience members, who voiced their own housing concerns.

Betsy Reaves, who described herself as an ombudswoman for seniors, said, "They wish they had some way that they could not be in a 40-bed facility," Reaves said. "People on social security have very little choices where they go. Only eight or nine places in the county will accept them."

A young couple who has a 1-year-old daughter said they moved to Campbell recently from the Midwest and would like to stay here, but might not be able to afford to for much longer.

They said that when they went to look at condominiums, the units were renting for \$2,000 per month and were in obvious disrepair. They were told by the landlords, "This is how it is."

Campbell resident Tina Rosario attended the meeting with her husband and said finding affordable housing has been a trial, especially because they have six children. The family is living in a tax allocation property, and their rent was just raised \$350. Rosario is on disability, and her husband is a city street maintenance worker.

The City Council will hold a study session to discuss the housing element of the General Plan update July 3.

General Plans are blueprints for future development in cities.

Appendix C4: Summary of Infill Development Projects

Project Name	Status	Description	No. of Units
Orchard Grove	Completed and occupied	Mixed Use: Small-lot single-family and live/work units	20
Townhomes at Dot Avenue	Completed and occupied	Low-medium density residential	5
The Gateway	Completed and occupied	Mixed Use: Residential apartments, retail, and office	20
Habitat at Grant Street	Completed and occupied	Very –low income ownership housing	2
Pulte Homes	Completed and occupied	Small-lot single family in traditional neighborhood	43
Ainsley Square	Completed and occupied	Small-lot single-family adjacent to civic center and historic downtown neighborhoods	51
Avalon Campbell (formerly Canyon Creek)	Completed and occupied	High-density apartment project built on infill site	348
Water Tower Lofts	Approved, not yet built	High-density transit-oriented condominium project in Downtown	21
Habitat at Victor Ave.	Approved, not yet built	Very-low income ownership housing	4
PD at Elam Avenue	Approved, not yet built	Small-lot single family in traditional neighborhood	5
Shelley Avenue Townhomes	Approved, not yet built	Low-medium density residential	6
Gilman Cottages	Current Development Application	High-density transit-oriented condominium project in SOCA	29

PROJECT NAME: ORCHARD GROVE

Status: Completed and occupied

Brief Description: The project is on two consolidated parcels which were historically a food processing plant and vacant since 1978. The project consists of fifteen single-family residences and five attached live/work units. The live/work units have two residential stories above and a ground level room that can be used as office or retail. The project provides housing near the new Vasona Light Rail Station and provides a mix of residential and commercial uses in the downtown area.

Net Parcel Size: 1.59 acres

Number of Units: 20

Density: 11 units per gross acre

Affordable Units: 3

RDA Subsidy: -

Parking Spaces: 3.5 spaces per unit

Year Approved: 1996

Year Completed: 1998



PROJECT NAME: TOWNHOMES AT 80 DOT AVENUE

Status:	Completed and occupied
Brief Description:	The project consists of five townhouse units. The site was developed with a single-family residence and a detached garage that were demolished to accommodate the new project.
Net Parcel Size:	.29 acres
Number of Units:	5
Density:	13.8 units per gross acre
RDA subsidy:	-
Affordable Units:	-
Parking Spaces:	3.4 spaces per unit
Year Approved:	1998
Year of Completion:	1999



PROJECT NAME: THE GATEWAY

Status:	Completed and occupied
Brief Description:	This project was developed on the site of a former Bank of America building. The existing bank building was retained as office space and a new three story residential and retail building was built next to it. An additional two-story office building is located to the rear.
Net Parcel Size:	.80 acres
Number of Units:	20
Density:	25 units per gross acre
Affordable Units:	3
RDA Subsidy:	\$21,000 to make one of the affordable units disabled accessible
Parking Spaces:	1 space per unit (non-dedicated, shared parking with commercial parking available in the off hours)
Year Approved:	1997
Year Completed:	2000



PROJECT NAME: HABITAT FOR HUMANITY HOMES AT GRANT STREET

Status:	Completed and occupied
Brief Description:	The project consisted of the construction of two new single-family residences. The houses were each 4-bedrooms (for large families) and were sold to very low-income residents.
Net Parcel Size:	.17 acres
Number of Units:	2
Density:	12 units per gross acre
Affordable Units:	2
RDA Subsidy:	The Redevelopment Agency entered into a Disposition and Development Agreement with Silicon Valley Habitat for Humanity. The Agency purchased the property from the City at fair market value and transferred the property to SVHH with a subsidy value of \$175,000 per unit; \$350,000 total. Subsidy includes the total land cost and City permit fees.
Parking Spaces:	3 spaces per unit (made up of tandem carports and driveway space)
Year Approved:	2000
Year Completed:	2001



PROJECT NAME: PULTE HOMES

Status: Completed and occupied

Brief Description: This redevelopment project is on the site of the former Best Products discount retail store. The small lot single-family homes were completed in 2000 in conjunction with a new public park within the development and the Larkspur Landing Hotel. The houses are 3-4 bedrooms in size and have lots of approximately 4,500 square feet. This project was developed to be compatible with the surrounding neighborhood although it is a higher density than the adjacent 6,000-7,000 square foot lots.

Net Parcel Size: 5 acres

Number of Units: 43

Density: 6 units per gross acre

Affordable Units: -

RDA Subsidy: -

Parking Spaces: 4.6 spaces per unit

Year Approved: 1998

Year Completed: 2000



PROJECT NAME: AINSLEY SQUARE

Status:	Completed and occupied
Brief Description:	This redevelopment project is on five consolidated parcels that were previously developed with older industrial and warehouse buildings. The site was developed through a Disposition and Development Agreement with the Campbell Redevelopment Agency and SummerHill Homes. The 51-unit project provides housing for families within walking distance of downtown Campbell and the new Vasona Light Rail Station and provides a transition from the downtown to an existing single-family neighborhood.
Net Parcel Size:	3.76 acres
Number of Units:	51
Density:	12 units per gross acre
Affordable Units:	8
RDA Subsidy:	Approximately \$2 million dollars for the relocation of 10 commercial tenants.
Parking Spaces:	2.96 spaces per unit (less than required 3.5 spaces per unit)
Year Approved:	1999
Year Completed:	2001



PROJECT NAME: AVALON CAMPBELL (FORMERLY CANYON CREEK)

Status: Completed and occupied

Brief Description: This redevelopment project is on the site of a former rock and gravel operation and was developed through a Disposition and Development Agreement with the Campbell Redevelopment Agency and Trammell Crow Development. Originally approved in 1991, this 348-unit project was completed in 1995 and provides needed rental housing near the downtown and future transit stations.

Net Parcel Size: 12 acres

Number of Units: 348

Density: 29 units per gross acre

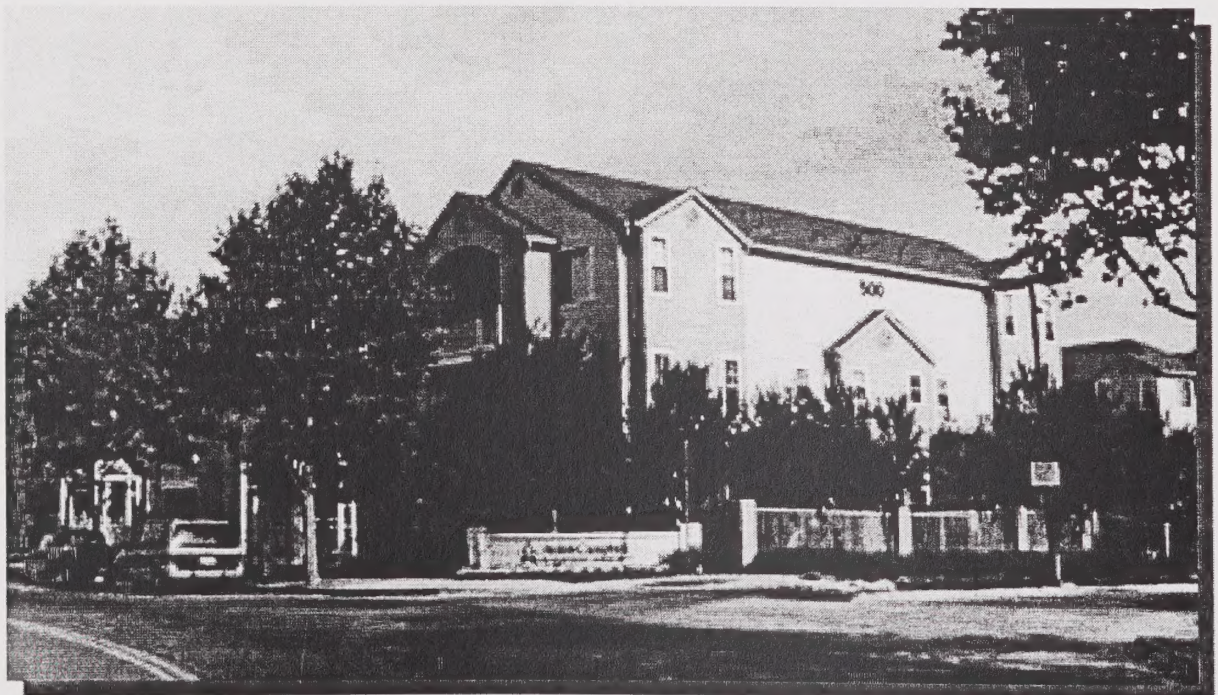
Affordable Units: 69 (20% of total)

RDA Subsidy: Up to \$200,000 per year in rental subsidies, however not used due to high market rate rents.

Parking Spaces: 1.8 spaces per unit (less than required 2.2 spaces per unit)

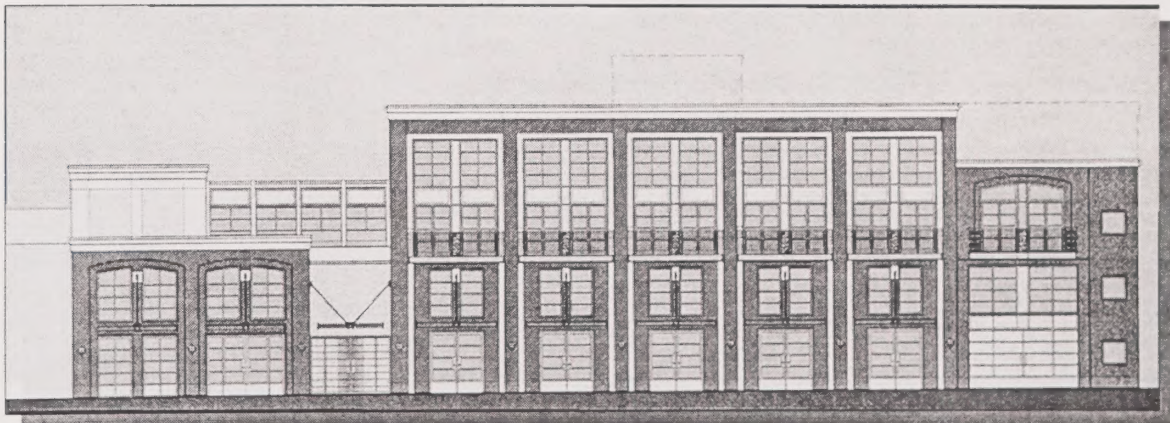
Year Approved: 1991

Year Completed: 1995



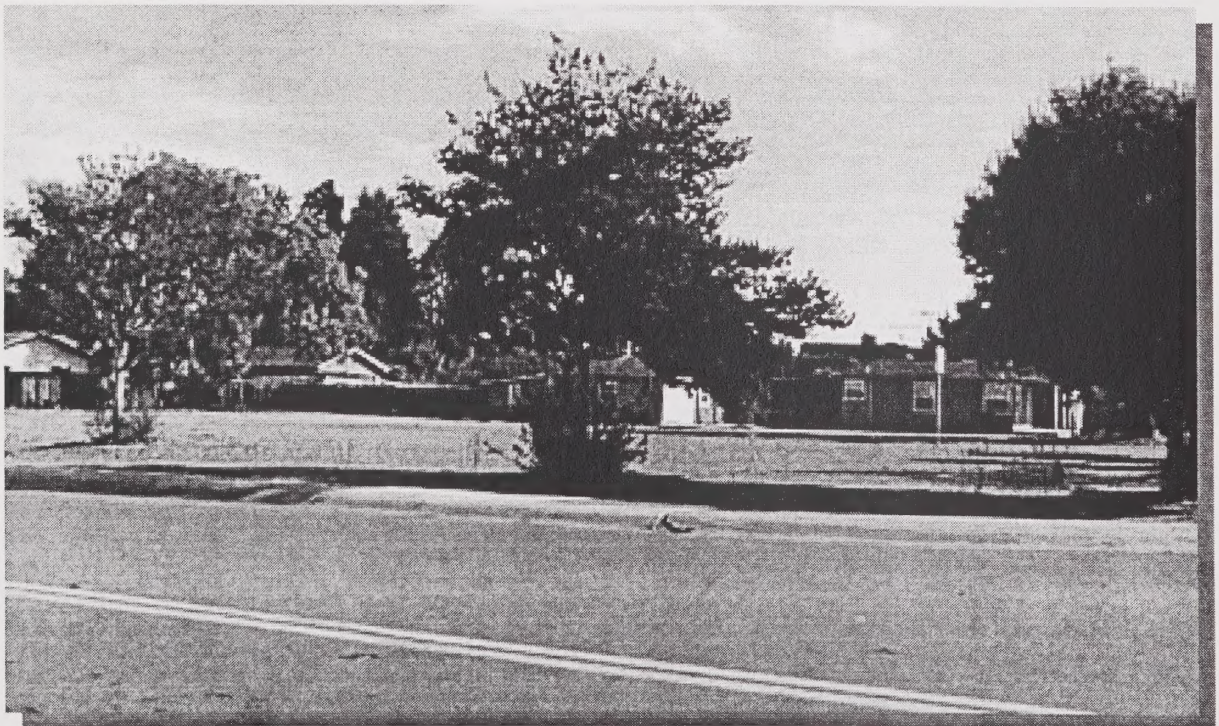
PROJECT NAME: WATER TOWER LOFTS

Status:	Approved
Brief Description:	Originally proposed as an 11-units single-family residential project, Staff worked with the developer to increase the density. This project now consists of 21 loft-style units on a very constrained in-fill site within an existing office complex. The three and four story building features all underground parking and architectural design to complement the surrounding historical former cannery and warehouse.
Net Parcel Size:	.78 acres
Number of Units:	21
Density:	27 units per gross acre
Affordable Units:	3 (15% of total)
RDA Subsidy:	Approximately \$50,000 for the undergrounding of existing utility lines.
Parking Spaces:	2 spaces per unit
Year Approved:	2001
Year Completed:	2002 (Anticipated)



PROJECT NAME: HABITAT FOR HUMANITY HOMES AT VICTOR AVENUE

Status:	Approved
Brief Description:	The project consists of four new single-family residences on a vacant, City-owned site. The houses will be 4-bedrooms (for large families) and will be affordable to very low-income residents.
Net Parcel Size:	.56 acres
Number of Units:	4
Density:	4.6 units per gross acre
Affordable Units:	4
RDA Subsidy:	The Redevelopment Agency entered into a Disposition and Development Agreement with Silicon Valley Habitat for Humanity. The Agency purchased the property from the City at fair market value and is transferring the property to Habitat with a subsidy value of \$800,000 (\$200,000 subsidy per unit.) The homes will sell for approximately \$150,000 apiece.
Parking Spaces:	3 spaces per unit (made up of tandem carports and driveway space)
Year Approved:	2001
Year of Completion:	2002 (Anticipated)



PROJECT NAME: PLANNED DEVELOPMENT AT ELAM AVENUE

Status:	Approved
Brief Description:	The project consists of five small-lot new single-family homes located in a predominantly low-density, large-lot neighborhood. The site is currently developed with a single-family residence and a detached garage which will be demolished to accommodate the new homes.
Net Parcel Size:	.64 acres
Number of Units:	5
Density:	6.3 units per gross acre
Affordable Units:	-
RDA subsidy:	-
Parking Spaces:	4 spaces per unit
Year Approved:	2001
Year of Completion:	2003 (Anticipated)



PROJECT NAME: SHELLEY AVENUE TOWNHOMES

Status: Approved

Brief Description: This project is a proposal for six new townhouses. The site previously was developed with a single-family residence and garage that was demolished prior to the submittal of this development proposal.

Net Parcel Size: .48 acres

Number of Units: 6

Density: 11.1 units per gross acre

Affordable Units: -

RDA subsidy: -

Parking Spaces 4 spaces per unit

Year Approved: 2001

YEAR COMPLETED: 2002 (ANTICIPATED)



PROJECT NAME: GILMAN COTTAGES

Status:	Current Development Application
Brief Description:	This project is on a previous trailer park site that is currently vacant. The proposed project consists of the development of 29 one- and two-bedroom condominium units over a parking garage. Its proximity to the downtown area, a future light rail station, and the regional creek trail system makes it a desirable high-density project.
Net Parcel Size:	.94 acres
Number of Units:	29
Density:	27 units per gross acre
Affordable Units:	5
RDA Subsidy:	-
Parking Spaces:	2 spaces per unit (less than required 3-3.5 spaces per unit)
Year of Approval:	2001/2002 (Anticipated)
Year of Completion:	2003 (Anticipated)



Glossary

100-Year Flood. That flood event that has a one-percent chance of occurrence in any one year.

Acre, Gross. Area of a site calculated to the centerline of bounding streets and other public rights-of-way.

Acre, Net. The portion of a site that can actually be built upon. Not included in the net acreage of a site are public or private road rights-of-way, public open space, and flood ways.

Ambient Conditions. Initial background concentration sensed/measured at a monitoring/sampling site, as in air quality or noise.

Aquifer. A natural underground formation that is saturated with water, and from which water can be withdrawn.

Arterial. A street whose primary function is to carry high-speed through-traffic in a continuous route across an area.

Attainment Area. An area determined to have met federal or State air quality standards, as defined in the federal Clean Air Act or the California Clean Air Act. An area may be an attainment area for one pollutant and a non-attainment area for others.

Auto-oriented Uses. Land uses designed to accommodate customers who use autos to travel to the site, including automobile sales and service, building supplies and materials and drive-up or drive-through uses.

Bike Lanes. Lanes on the outside edge of roadways reserved for the exclusive use of bicycles, so designated with special signing and pavement markings.

Buildout. That level of development characterized by full occupancy of all developable sites in accordance with the General Plan; the maximum probable level of development envisioned by the General Plan under specified assumptions about densities and intensities. Buildout does not necessarily assume parcels are developed at maximum allowable intensities.

Capital Improvement Plan (CIP). The multi-year scheduling of public physical improvements based on studies of fiscal resources available and the choice of specific improvements to be constructed.

Carbon Monoxide (CO). A colorless, odorless gas formed by the incomplete combustion of fuels, which is toxic because of its tendency to reduce the oxygen-carrying capacity of the blood.

Collector. A street that connects arterials with local streets and provide access and circulation within neighborhoods.

Curb Cut. The opening along the curb line at which point vehicles or other wheeled forms of transportation may enter or leave the roadway. Curb cuts are essential at street corners for wheelchair users.

Day-Night Average Sound Level (Ldn). The A-weighted average sound level in decibels during a 24-hour period with a 10 dB weighing applied to nighttime sound levels (10 p.m. to 7 a.m.). This exposure method is similar to the CNEL, but deletes the

additional weight given in that measurement to noise during the evening time period (7 p.m. to 10 p.m.).

Decibel (dB). A unit used to express the relative intensity of a sound as it is heard by the human ear. The decibel measuring scale is logarithmic. Zero (0 dB) on the scale is the lowest sound level that a normal ear can detect under very quiet ("laboratory") conditions and is referred to as the "threshold" of human hearing. On the logarithmic scale, 10 decibels are 10 times more intense, 20 decibels are 100 times more intense, and 30 decibels are 1,000 times more intense than 1 decibel.

Easement. A right given by the owner of land to another party for specific limited use of that land. An easement may be acquired by a government through dedication when the purchase of an entire interest in the property may be too expensive or unnecessary.

Equivalent Noise Level (Leq). A single-number representation of the fluctuating sound level in decibels over a specified period of time. It is a sound-energy average of the fluctuating level.

Fault. A fracture in the earth's crust forming a boundary between rock masses that have shifted. An active fault is a fault that has moved recently and which is likely to again. An inactive fault is a fault which shows no evidence of movement in recent geologic time and little potential for movement.

Floor Area, Gross. The total horizontal area in square feet of all floors within the exterior walls of a building, but not including the area of unroofed inner courts or shaft enclosures.

Floor Area Ratio (FAR). The ratio between gross floor area of structures on a site and gross site area. Thus, a building with a floor area of 100,000 square feet on a 50,000 square-foot lot will have a FAR of 2.0.

Groundwater. Water under the earth's surface, often confined to aquifers capable of supplying wells and springs.

Groundwater Recharge. The natural process of infiltration and percolation of rainwater from land areas or streams through permeable soils into water-holding rocks that provide underground storage (i.e. aquifers).

Habitat. The natural environment of a plant or animal.

Hazardous Material. A material or form of energy that could cause injury or illness to persons, livestock, or the natural environment.

Hazardous Waste. Waste which requires special handling to avoid illness or injury to persons or damage to property. Includes, but is not limited to, inorganic mineral acids of sulfur, fluorine, chlorine, nitrogen, chromium, phosphorous, selenium and arsenic and their common salts; lead, nickel, and mercury and their inorganic salts or metallo-organic derivatives; coal, tar acids such as phenol and cresols and their salts; and all radioactive materials.

Household. An occupied housing unit.

Hydrocarbons (HC). Gases emitted from incomplete combustion of gasoline and from evaporation of petroleum fuels, representing unburned and wasted fuel.

Impervious Surface. Any material which reduces or prevents absorption of water into land.

Infill. The development of new housing or other buildings on scattered vacant lots in a built-up area or on new building parcels created by permitted lot splits.

Infiltration. The introduction of underground water, such as groundwater, into wastewater collection systems. Infiltration results in increased wastewater flow levels.

Infrastructure. Permanent utility installations, including roads, water supply lines, sewage collection pipes, and power and communications lines.

Jobs-Employed Residents Balance. Total jobs divided by total employed residents (i.e. people who live in the area, but may work anywhere). A ratio of 1.0 typically indicates a balance. A ratio greater than 1.0 indicates a net in-commute; less than 1.0 indicates a net out-commute.

Level of Service (LOS). A qualitative measure of the effect of traffic flow factors such as special travel time, interruptions, freedom to maneuver, driver comfort, and convenience, and indirectly, safety and operating cost. Levels of service are usually described by a letter rating system of A through F, with LOS A indicating stable traffic flow with little or no delays and LOS F indicating excessive delays and jammed traffic conditions.

Liquefaction. A sudden large decrease in the shearing resistance of a cohesionless soil, caused by a collapse of the structure by shock or strain, and associated with a sudden but temporary increase of the pore fluid pressure.

Neighborhood Shopping Centers. A small retail center with up to 120,000 square feet of space on an 8-12 acre site serving a trading area population of 5,000 to 15,000. The principal tenant typically is a supermarket.

Nitrogen Dioxide (NO₂). A reddish brown gas that is a byproduct of the combustion process and is a key to the ozone production process.

Nitrogen Oxides (NO_x). Chemical compounds containing nitrogen and oxygen; reacts with volatile organic compounds, in the presence of heat and sunlight to form ozone. It is also a major precursor to acid rain.

Ozone. A compound consisting of three oxygen atoms, that is the primary constituent of smog. It is formed through chemical reactions in the atmosphere involving volatile organic compounds, nitrogen oxides, and sunlight. Ozone can initiate damage to the lungs as well as damage to trees, crops, and materials. There is a natural layer of ozone in the upper atmosphere, which shields the earth from harmful ultraviolet radiation.

PM-10. The current standard for measuring the amount of solid or liquid matter suspended in the atmosphere ("particulate matter including dust"). Refers to the amount of particulate matter over 10 micrometers in diameter. The smaller PM-10 particles penetrate to the deeper portions of the lung, affecting sensitive population groups such as children and people with respiratory diseases.

Peak Hour. The busiest one-hour period for traffic during a 24-hour period. The PM peak hour is the busiest one hour period of traffic during the evening commute period. The AM peak hour is the busiest one hour period during the morning commute.

Pedestrian-oriented Development. Development designed with an emphasis on the street sidewalk and on pedestrian access to the building, rather than an auto access and parking areas.

Point Source. A source of pollutants which may be traced to a discrete point of emission.

Precursor. A chemical compound that leads to the formation of a pollutant. Reactive organic gases and nitrogen oxides are precursors of photochemical oxidants.

Rare Species. A condition in which a species or subspecies, although not currently threatened with extinction, exists in such small numbers throughout its range that it may be endangered if the quality of its environment worsens.

Response Time. The amount of time for an emergency service response, measured from the time of the distress call until arrival on the scene.

Retention Area. A pond, pool, lagoon, or basin used for the storage of water runoff.

Right-of-Way. A continuous strip of land reserved for or actually occupied by a road, crosswalk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary storm sewer or other similar use.

Riparian. Pertaining to the bank of a natural course of water, whether seasonal or annual. Riparian habitat is defined by the surrounding vegetation or presence of known wildlife movement pathways; it borders or surrounds a waterway.

Sedimentation. Process by which material suspended in water is deposited in a body of water.

Sensitive Receptors. Persons or land users that are most sensitive to negative effects of air pollutants. Persons who are sensitive receptors include children, the elderly, the acutely ill, and the chronically ill. The term "sensitive receptors" can also refer to the land use categories where these people live or spend a significant amount of time. Such areas include residences, schools, playgrounds, child-care centers, hospitals, retirement homes, and convalescent homes.

Siltation. The process of silt deposition. Silt is a loose sedimentary material composed of finely divided particles of soil or rock, often carried in cloudy suspension in water.

Solid Waste. Unwanted or discarded material, including garbage, with insufficient liquid content to be free flowing.

Sphere of Influence (SOI). The ultimate service area of the City of Rohnert Park as established by Sonoma County LAFCO.

Stationary Source. A source of air pollution that is not mobile, such as a heating plant or an exhaust stack from a laboratory.

Sulfur Dioxide (SO₂). A heavy, pungent, colorless air pollutant formed primarily by the combustion of fossil fuels. It is a respiratory irritant, especially for asthmatics and is the major precursor to the formation of acid rain.

Threatened Species, California. A species of animal or plant is endangered when its survival and reproduction in the wild are in immediate jeopardy from one or more causes, including loss of habitat, change in habitat, over-exploitation, predation, competition, disease, or other factors: or when although not presently threatened with extinction, the species is existing in such small numbers that it may become endangered if its environment worsens. A species of animal or plant shall be presumed to be rare or endangered as it is listed in: Sections 670.2 or 670.5, Title 14, California Code of Regulations; or Title 50, Code of Federal Regulations Sections 17.11 or 17.12 pursuant to the Federal Endangered Species Act as rare, threatened, or endangered.

Threatened Species, Federal. A species which is likely to become an endangered species within the foreseeable future throughout all or a significant portion of its range.

Threshold of Significance. The established and identifiable quantitative, qualitative, or performance levels of environmental effect beyond which environmental impacts are considered to be significant. Thresholds of significance are based on current City policy and other normally-accepted standards for environmental review.

TOT. Transient Occupancy Tax. Levied on those staying in overnight facilities such as hotels, to help defray provision of City services related to the occupancy.

Trip Generation. The number of vehicle trip ends associated with (i.e., produced by) a particular land use or traffic study site. A trip end is defined as a single vehicle movement. Roundtrips consist of two trip ends.

Transportation Demand Management (TDM). Measures designed to reduce demand for automobile trips, typically focused on peak-periods.

Transportation Systems Management (TSM). Measures designed to reduce peak-period auto traffic by making a more efficient use of existing resources, and emphasizing transit, signal coordination, ridesharing, and non-automobile alternatives. TDM is a subset of TSM.

Vehicle Miles Traveled (VMT). A measure of both the volume and extent of motor vehicle operation; the total number of vehicle miles traveled within a specified geographical area (whether the entire country or a smaller area) over a given period of time.

Viewshed. The geographic area visible from a fixed point.

Volatile Organic Compounds (VOCs). A group of chemicals that react in the atmosphere with nitrogen oxides in the presence of heat and sunlight to form ozone: does not include methane and other compounds determined by EPA to have negligible photochemical reactivity. Examples of VOCs include gasoline fumes and oil-based paints.

Volume-to-Capacity Ratio (V/C). In reference to public services or transportation, ratio of peak hour use to capacity.

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